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Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates' Debates 2024: Unraveling Linguistic Signifiers and Mental Processes in Argumentative Discourse

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ABSTRACT

This study investigates the semiotic and psycholinguistic strategies employed by Indonesian presidential candidates during the 2024 debates, emphasizing the critical role of language and mental processes in influencing voter perceptions and shaping political discourse. The primary objective is to dissect the linguistic signifiers and cognitive processes that underpin each candidate's argumentative discourse, offering insights into the psychological mechanisms that govern interactions in high-stake environments. The research uses a comprehensive analysis of debate transcripts and video recordings to achieve this objective by applying content and discourse analysis techniques. This multifaceted approach enables a nuanced exploration of the communicative strategies used by the candidates, considering both verbal and nonverbal elements that contribute to their overall effectiveness in engaging the audience. The significance of this study lies in its contribution to the broader field of political communication, particularly in the Indonesian context. This research provides valuable insights into the complexities of candidate behavior in contemporary elections by examining how candidates adapt their rhetoric and strategies in response to changing public sentiments and competitive dynamics. The findings reveal that the linguistic strategies of candidates Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo showed that 65% used metaphoric

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ARTICLE INFO

Received: 10 September 2024 | Revised: 26 September 2024 | Accepted: 9 October 2024 | Published Online: 15 November 2024

DOI: <https://doi.org/10.30564/fls.v6i5.7251>

CITATION

Sutrisno, D., Martina, M., Nafi Annury, M., et al., 2024. Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates' Debates 2024: Unraveling Linguistic Signifiers and Mental Processes in Argumentative Discourse. *Forum for Linguistic Studies*. 6(5): 943–976. DOI: <https://doi.org/10.30564/fls.v6i5.7251>

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language to enhance emotional appeal, while 75% employed rhetorical questions to provoke thought. Baswedan's narrative fostered empathy, Prabowo's aggressive tone aimed to build trust, and Ganjar's balanced rhetoric reflected an understanding of diverse voter interests, highlighting the significant role of language in shaping political perceptions and emotional responses in Indonesia.

Keywords: Semiotic; Psycholinguistic Strategies; Indonesian Presidential Candidates; Linguistic Signifiers

1. Introduction

Debates among presidential candidates hold significant importance in the political process because they provide a direct platform for candidates to communicate their ideas, values, and aspirations for the future. These debates are not simply about sound bites or political hyperbole; they are vital moments in which candidates can actively engage with voters, confront their opponents, and promote themselves as the best choice for the presidency. In the impending 2024 presidential elections in Indonesia, these debates will be much more critical since they will shape public opinion and play a significant role in determining election outcomes. Understanding the semiotic and psycholinguistic components of these debates is crucial for assessing how candidates use language, symbols, and cognitive processes to persuade voters and strengthen their ideas. By undertaking a semiotic analysis of the psycholinguistic tactics adopted by candidates during these debates, this study intends to delve further into the linguistic signifiers that emerge and the mental processes that underpin argumentative discourse. Through this approach, we reveal the underlying mechanics behind how candidates craft their arguments, appeal to emotions, and ultimately impact voters' minds. This analysis will delve beyond surface-level observations, examining the subtle intricacies of politicians' verbal and nonverbal communication to establish credibility and connect with voters. By investigating the interplay between language, cognition, and persuasion, we can acquire significant insights into the complex dynamics of political communication in the context of presidential debates. Furthermore, this research sheds light on the cultural and socioeconomic elements that determine the efficiency of particular psycholinguistic methods in the Indonesian political environment.

This research is necessary because it illuminates how language influences political communication in Indonesia, a nation known for its diverse linguistic and cultural landscape.

Understanding the semiotic elements of debate discourse can provide insights into how candidates negotiate meaning and impact voters' views. According to Amin&Ritonga^[1], political communication is semiotics, which entails using signs and symbols to communicate messages and establish political identities. This study elaborates on this perspective by analyzing how Indonesian presidential candidates use language to signal their political views and interact with supporters.

By undertaking a semiotic analysis of the psycholinguistic tactics adopted by candidates during these debates, this study intends to delve further into the linguistic signifiers that emerge and the mental processes that underpin argumentative discourse. Through this approach, we reveal the underlying mechanics behind how candidates craft their arguments, appeal to emotions, and ultimately impact voters' minds.

Semiotic analysis of candidates' psycholinguistic tactics during debates shows the complicated link between language, meaning, and cognitive processes that underpin argumentative discourse. In this context, semiotics is a vital foundation for understanding how candidates construct their arguments, appeal to emotions, and impact voters' views. Analyzing linguistic signifiers—words, phrases, and rhetorical devices—reveals the layers of meaning that candidates embed into their speech, dramatically altering audience reception and participation.

The semiotic landscape of political discourse is produced by the interplay of many signifiers that candidates use to transmit their messages. The candidates' linguistic choices are not only functional; they are packed with cultural and ideological meanings that connect with the electorate. For instance, using metaphors and analogies can provoke emotional responses, thus improving the persuasive power of the argument. This accords with the findings of Arif and Jawad, who emphasized the relevance of semiotic analysis in comprehending political discourse and its intricacies^[2].

Similarly, semiotic analysis of political discourse reveals that candidates typically adopt specific linguistic tactics to frame their arguments in ways that coincide with the values and views of their target audience, effectively producing a common understanding that enables persuasion.

Additionally, the emotional appeal in political speech is typically generated by the purposeful choice of language that connects with the electorate's experiences and goals. Candidates may deploy storylines that reflect the audience's hardships and accomplishments, thus creating a sense of connection and empathy. This is particularly visible in the utilization of personal tales or communal recollections that humanize candidates and make their statements more relevant. The value of emotional resonance in political communication is highlighted by the work of Kim, who analyzes how tales can challenge societal norms and promote critical thinking^[3]. By delving into the emotional fabric of the audience, candidates can effectively sway opinions and earn support. The development of arguments in political debates also involves complex interactions between visual and linguistic signifiers. As Blitz-Raith and Liu stressed, different modes of communication—such as written language and visual imagery—operate under separate logics that influence how messages are interpreted^[4]. In the context of debates, candidates typically augment their verbal arguments with visual aids, gestures, and body language, which can enhance the overall impact of their discourse. This multimodal approach to communication underlines the significance of examining not just the language elements but also the visual and performative aspects of political discourse. Integrating numerous semiotic resources helps candidates construct a more captivating narrative that engages audiences on multiple levels.

Furthermore, semiotic analysis of political discourse exposes the role of intertextuality in influencing candidates' arguments. Intertextual references—whether to historical events, cultural icons, or popular media—serve to locate candidates within a broader narrative framework that resonates with the electorate. For example, invoking national symbols or historical figures can generate a sense of patriotism and collective identification, thereby supporting the candidate's perspective. This is obvious in Olteanu et al. how media depictions during health crises, such as the COVID-19 pandemic, are altered by intertextual references that influence

public perception^[4, 5]. By strategically exploiting intertextuality, candidates can develop arguments that are not only persuasive but also culturally relevant.

In addition to language and visual features, the cognitive processes behind argumentative discourse play a vital role in defining how candidates create their messages. The mental frameworks that candidates draw upon—shaped by their experiences, beliefs, and values—inform their rhetorical methods and how they communicate with voters. This cognitive feature of discourse is highlighted by Nölle et al.'s study, which explored how communicative elements influence the establishment of systematicity in language use^[6]. Understanding these cognitive processes provides a fuller understanding of how candidates traverse the difficulties of political discourse and the techniques they adopt to resonate with their audiences.

The significance of semiotic analysis extends beyond the immediate setting of arguments; it also involves the broader consequences of political communication when creating societal narratives and public opinion. As candidates engage in debates, they not only present their opinions but also participate in a larger discourse that reflects and defines the ideals of society. This is particularly pertinent in modern political landscapes where problems of identity, representation, and power relations are increasingly at the forefront of public conversation. Galia reveals how language and meaning-making processes can influence perceptions of legitimacy and ethical conduct in many circumstance^[7].

Ultimately, a semiotic examination of the psycholinguistic tactics used by the candidates in the debates highlights the complex relationship between language, meaning, and cognitive processes that support argumentative discourse^[7]. By investigating the linguistic signifiers, emotive appeals, multimodal communication, intertextuality, and cognitive frameworks that candidates deploy, we gain significant insights into the mechanisms that shape political communication. This research enriches our understanding of how candidates construct their arguments and underscores the broader consequences of political speech when constructing societal narratives and influencing public opinion.

The research of semiotics and psycholinguistics in political discourse is increasingly acknowledged as crucial in understanding how language impacts public opinion and encourages political engagement. Reference^[8] highlights the

role of language in political contexts, stating that the strategic use of linguistic aspects can drastically impact voter perceptions and behaviors. However, a considerable gap remains in the literature concerning Indonesian political debates, particularly in the run-up to the 2024 elections. While prior studies have explored various components of political communication, such as media portrayal and public attitudes, a paucity of complete analyses incorporate semiotic and psycholinguistic frameworks to scrutinize the complex methods candidates deploy during debates.

Integrating semiotic analysis into the study of political discourse allows for a greater understanding of how candidates construct their arguments and appeal to voters' emotions. Reference^[2] suggest that semiotic analysis is vital for interpreting the codes of political discourse, demonstrating how linguistic choices are interwoven with cultural and ideological consequences. This perspective is vital for evaluating Indonesian political discussions because politicians may use unique linguistic methods to resonate with their audiences' values and beliefs. The emotional dimension of political discourse is further underlined by the work of^[9], who explains how narratives and metaphors can trigger emotional responses, strengthening the persuasive power of candidates' arguments.

Further, the multimodal aspect of political discourse, which comprises both verbal and visual signifiers, plays a crucial influence in shaping audience views. Reference^[10] underline the necessity of considering diverse modes of communication, such as gestures and visual imagery, to understand how messages are generated and received. In the context of Indonesian political debates, politicians may incorporate visual aids and body language to support their verbal arguments, creating a more captivating story that engages the audience on numerous levels. This multimodal method is vital for analyzing the efficiency of candidates' strategies in shaping public opinion.

Intertextuality also appears significant in political discourse, as politicians typically reference historical events, cultural icons, or popular media to situate their views within a broader narrative framework. Although the reference mentioning intertextuality was not located, intertextual references can trigger communal memories and generate a sense of connection with voters. This is particularly pertinent in the Indonesian context, as candidates may rely upon national

symbols or historical personalities to support their positions and appeal to voters' identities.

Moreover, comprehending how candidates maneuver through the intricacies of political communication requires a grasp of the cognitive processes that underlie argumentative discourse. Reference^[6] Emphasize the relevance of communicative elements in shaping language use, argues that candidates' rhetorical methods are informed by their cognitive frameworks and experiences. This cognitive dimension is crucial for assessing how Indonesian candidates express their statements and communicate with voters during debates.

The combination of semiotics and psycholinguistics offers valuable insights into the methods adopted by candidates in Indonesian political debates. Researchers can identify the mechanisms that form political discourse and impact public opinion by investigating candidate language signifiers, emotive appeals, multimodal communication, intertextuality, and cognitive processes. Addressing this void in Indonesian political discourse will enrich our understanding of local political dynamics and contribute to a broader area of political communication studies.

The justification for conducting this research is the need to address this gap and contribute to the expanding body of information on political discourse in Indonesia. By bringing a semiotic lens to the analysis of debate performances, this study attempts to discover the cognitive processes that inform candidates' rhetorical choices and the implications of these choices for election outcomes. Furthermore, understanding these methods can equip voters to critically interact with political discourse and make informed judgments in the electoral process.

This study's key research question is: What semiotic and psycholinguistic strategies do Indonesian presidential candidates employ during debates, and how do these strategies influence argumentative discourse?

This question will be examined through a qualitative analysis of debate transcripts, focusing on linguistic signifiers, metaphors, and cognitive framing tactics that candidates use. This research aims to provide a thorough understanding of the relation between language and cognition in political communication, ultimately contributing to the broader field of semiotics and psycholinguistics in political discourse.

2. Literature Review

2.1. Semiotics in Political Communication

Semiotics play a significant role in political communication by providing a framework for understanding how signs and symbols convey meaning in political debate. Studying semiotics in this context allows scholars to investigate how political messages are generated, understood, and transmitted, ultimately impacting public perception and behavior. This synthesis examines several aspects of semiotics in political communication, drawing on relevant literature to highlight its significance.

One critical contribution of semiotics to political communication is its capacity to analyze the language and symbols employed by political actors and institutions. For instance, reference^[2] explored the semiotic aspects in the political speech of Iraqi Prime Minister Nouri Al-Maliki, stressing how specific signs and symbols function to influence political narratives and public opinion. This analysis underscores the necessity of knowing politicians' semiotic tactics to legitimize their authority and influence public attitudes. Similarly, reference^[8] highlights the centrality of visual semiotic systems in South Asia, illustrating how public signs and advertisements contribute to political and sociocultural transformation. These studies illustrate that semiotic analysis can expose political communication's underlying ideologies and power dynamics. Semiotic analysis is a valuable tool for examining the interplay between different semiotic layers and processes of mediation, offering a new perspective on the context of systemic functional linguistics^[11]. The relationship between semiotics and political identity plays a vital role in understanding how political communication connects with diverse audiences. Amin and Ritonga^[11] studied how female politicians deploy communication tactics to generate political satisfaction and trust among citizens, highlighting the function of semiotic representation in establishing political identity. This is further corroborated by the work of^[12], who investigated how digital microaggressions in political discourse can marginalize specific groups, particularly women in politics, through semiotic violence. These findings highlight the significance of studying the semiotic features of political communication to comprehend the broader consequences of representation and identity politics.

The growth of political communication in the digital era also necessitates a semiotic approach to understanding how new media platforms impact political debate. Reference^[13] analyze the impact of algorithms and automated communication in the 2016 U.S. elections, stressing how these technologies created new semiotic landscapes that influenced political activity. The merging of interpersonal and mass-mediated communication on social media platforms further complicates the semiotic study of political messaging, as individuals navigate and negotiate meaning within these spaces^[14]. This illustrates the dynamic character of semiotics in political communication, where traditional boundaries between the sender and receiver are increasingly blurred. Semiotics provides an essential perspective for examining political communication, elucidating the intricate interactions between signs, symbols and meanings that shape public conversations. By investigating the semiotic methods adopted by political actors and the implications for identity and representation, academics can gain deeper insights into the mechanics of power and influence in current political environments. Reference^[14] Incorporating semiotic analysis into political communication studies is vital for comprehending the developing political discourse environment in the digital age.

Semiotics, the study of signs and symbols as aspects of communicative behavior, plays a vital role in political communication by generating narratives, affecting public perception and constructing ideologies. In political discourse, semiotics acts as a tool for both the representation and interpretation of political messages, enabling politicians and political institutions to clearly and efficiently transmit complicated concepts. This paper investigates the intricate relationship between semiotics and political communication, drawing on diverse scholarly works demonstrating semiotic analysis's value in understanding political narratives, the production of identity, and the dynamics of power^[15].

The function of semiotics in political discourse is evident in the context of current political landscapes, where visual and textual signs are employed to build appealing narratives. For instance, reference^[2] explores the semiotic tactics adopted by Iraqi politicians post-2003, revealing how political texts are crafted to resonate with specific audiences and reflect sociopolitical reality. This analytical method reveals the fundamental mechanisms through which political

signals are encoded and decoded, highlighting the relevance of context in the interpretation of political speech. Similarly, reference^[16] analyzes the sociology of spin in political communication, highlighting how narratives are controlled to affect public opinion and influence political results. The interplay of signals in political communication thus becomes a battleground for contending ideologies, where a political message's effectiveness depends on its semiotic construction.

Moreover, authenticity in political communication is inextricably linked to semiotic practices. Reference^[17] claims that perceived authenticity strongly affects voter behavior, arguing that the signals of authenticity—such as language, manner and visual representation—are vital in developing trust between politicians and the electorate. This view is further supported by^[18], who underlined the relevance of visual semiotic systems in political change, particularly in multilingual situations like South Asia. The authors assert that the varied semiotic environment in public spaces reflects the intricate interplay of cultural identities and political narratives, emphasizing that semiotic representations are esthetic and profoundly rooted in the socio-political fabric.

The digital age has altered the terrain of political communication, providing new semiotic modalities through social media and online platforms. References^[18, 19] explore the political communication patterns of young adults in Germany, indicating how social media activism stimulates political engagement and impacts public discourse. The semiotic tools available in digital contexts enable individuals to generate and transmit political messages that challenge existing power systems. This democratization of political communication underscores the role of semiotics in understanding how new media technologies allow the formation of alternative narratives and voices in the political arena. Understanding how public perception is influenced requires analyzing political texts and visual representations and the semiotic framing of political movements and events. Reference^[19] combines critical discourse analysis and semiotics to explore the semiotic framing of Turkey's pro-government town square movement, exposing how certain signs and narratives are mobilized to legitimate political acts. This study demonstrates the power of semiotics in establishing communal identities and generating support for political goals. The intentional use of signals in political communication influences public opinion and promotes ideology driving political

movements.

Furthermore, the semiotic study of political cartoons, as examined by^[20], reveals how humor and satire are potent weapons for questioning political authority and altering public discourse. Political cartoons often rely on visual metaphors and symbols to explain complicated political concepts succinctly, making them accessible to a wider audience. This political communication genre shows semiotics' power to engage citizens in critical discussions about governance and societal concerns, highlighting the role of humor as a method of resistance and commentary.

The interaction between semiotics and identity building in political communication is another significant area of inquiry. Reference^[21] explore how women politicians in Indonesia deploy communication tactics to generate trust and political satisfaction among individuals. The authors contend that these politicians' semiotic choices reflect broader cultural beliefs and expectations about gender roles in politics. This analysis underscores the relevance of semiotic practices in shaping political identities and the ways in which the public perceives these identities.

In the context of globalization and multiculturalism, the semiotic landscape becomes increasingly complex. Reference^[21] analyze the use of language and semiotic resources in Malaysian outdoor advertising, claiming that advertisements function as a vehicle for nation-building by promoting multicultural ideals. The authors highlight how semiotic representations in public spaces help create national identity and negotiate cultural diversity. This perspective resonates with the broader concept of semiotics as a tool to evaluate the dynamics of power and identity in political communication.

The significant role of semiotics in crisis communication is also notable, particularly in understanding how political players negotiate public perception in times of uncertainty. Reference^[22] presents a framework for understanding crisis communication's political and technological circumstances, highlighting the need for a semiotic approach to grasp the intricacies of public discourse in crises. This approach allows for a thorough investigation of how signs and symbols influence public emotion and retain legitimacy despite obstacles. The study of semiotics in political communication reveals the subtle way signs and symbols build political narratives, influence public perception, and construct identities. The varied scholarly publications examined underline the signifi-

cance of semiotic analysis in understanding the intricacies of political speech in contemporary society. As political communication continues to evolve in the digital era, semiotics will remain essential for decoding the meanings encoded in political statements and the power dynamics that drive them.

2.2. Psycholinguistics in Political Communication

Psycholinguistics is essential in political communication because it shapes how political messages are assembled, understood, and perceived by audiences. The interaction of language and politics is evident in how political partizanship can influence the perception of language, as illustrated by^[22]. Their research reveals that political partizanship can affect the implicit causality in verb meanings, allowing individuals to view events in a manner that supports their chosen political candidates. This shows that language is not only a tool for communication but also a mechanism for developing political views and attitudes.

Moreover, the emergence of social media in political communication has revolutionized how messages are transmitted and received. Reference^[23] underline that communication competence greatly determines how individuals express political beliefs on social media platforms. The anticipation of favorable effects from such comments may lead to increased engagement and participation in political discourse. This finding correlates with studies from^[22], who emphasize the significance of empathy in online political communication and demonstrate that tales that resonate emotionally can boost engagement and understanding among various audiences.

Nonverbal communication also plays a crucial role in political circumstances. Reference^[24] evaluates the role of nonverbal cues in political messaging, indicating that these cues can significantly influence public opinion and behavior. The relationship between verbal and nonverbal communication underscores the complexity of political messaging, where both forms of communication must be deliberately linked to effectively transmit political intentions.

The concept of political authenticity further complicates political communication. Reference^[17] explains how political authenticity is generated through intricate relationships among politicians, media, and the people. This construction is influenced by politicians' narratives and can be

shaped by psycholinguistic elements such as framing and language choice. A sense of authenticity can dramatically alter public trust and engagement, underscoring the importance of language in political circumstances.

In summary, psycholinguistics provides valuable insights into the mechanics of political communication. The interplay of language, social media, nonverbal cues, and authenticity reveals how intimately interconnected these aspects are in creating political discourse. Understanding these dynamics is critical for understanding how political communication influences public perception and behavior.

Psycholinguistics significantly informs political communication by revealing how language creates political debate and influences public perception. The interplay of language and cognition in political circumstances can be demonstrated in how political affiliation influences the understanding of messages. Reference^[23] demonstrate that partizanship modifies the implicit causality in verb meanings, allowing individuals to view political events in ways that accord with their political convictions. This cognitive-linguistic process underscores the function of language not only as a medium of communication but also as a tool for constructing political ideas and narratives.

Another critical area where psycholinguistics may be helpful is the understanding of how social media affects political communication. Reference^[23] underline that communication competence substantially determines how individuals express their beliefs online. Expecting favorable effects from such utterances can encourage engagement in the political conversation. the further corroborated by^[24], who believe that empathic narratives in online political communication can promote stronger connections and understanding among various audiences. The emotional resonance of language on digital platforms can thereby galvanize political participation and impact public discourse.

Nonverbal communication also plays a crucial role in political messages. Reference^[25] explores the importance of nonverbal cues in political contexts, emphasizing that these cues can considerably affect public opinions and behaviors. The integration of verbal and nonverbal communication is vital for effectively delivering political themes because both forms contribute to the overall impact of political discourse. This complexity is further heightened by the concept of political authenticity, which^[26] sees as a social construct impacted

by the narratives offered by politicians and the media. The perception of authenticity can dramatically alter public trust and engagement, underlining the importance of language in political circumstances.

The digital landscape is increasingly shaping political communication dynamics. The rise of social media has changed traditional political communication tactics, allowing for the direct involvement of political actors and the public. This shift has repercussions for how political messages are generated and received, as underlined by^[26], who analyzed the importance of mass media in shaping political discourse. The capacity of politicians to bypass traditional media channels and engage directly with constituents has led to a more participative political climate, where language plays a significant role in rallying support and shaping public opinion.

Psycholinguistics provides a thorough framework for comprehending the intricacies of political communication. The interplay of language, cognition, nonverbal cues, and digital media reveals how these factors affect political discourse and public perception. As political communication continues to change, insights from psycholinguistics will become vital for examining and comprehending the dynamics of language in political contexts.

2.3. Language's role in Shaping Political Opinions

Language has a significant impact on how people understand political messages and participate in political conversations, which in turn shape political ideas. The building of political narratives is typically a purposeful activity, as language is exploited to frame issues, provoke emotions, and organize support. Reference^[16] underlines that political communication is fundamentally a contest of ideas and narratives, where the framing of issues can dramatically affect public opinion. For instance, the mining industry's advertising campaigns in Australia exemplify how third-party narratives can oppose government goals, illustrating the power of language in political circumstances.

Reference^[27] further explain the process of strategic political communication, emphasizing how political parties modify and transform ideas to meet their organizational contexts. This translation process is vital for shaping public perceptions and aligning political communications with the

values and beliefs of target audiences. The efficiency of such communication tactics typically rests on political actors' linguistic choices, which might reverberate differently across diverse demographic groups.

Moreover, the presence of social media in political communication has revolutionized how language is used to communicate with the public. Reference^[28] studied the political communication patterns of young adults in Germany and demonstrated a reciprocal relationship between social media activism and offline political engagement. This underscores the importance of language in both online and offline situations, as social media platforms provide new platforms for political expression and discourse. The language employed in these platforms can motivate individuals, encourage community engagement, and impact political attitudes.

The concept of political authenticity, as addressed by^[17], also underscores the relevance of language in developing political attitudes. The perceived authenticity of political messages may affect voter preferences, as individuals are more likely to support candidates who communicate in ways that fit with their values and beliefs. This relationship between language and authenticity underscores the importance of linguistic choices in political communication because they can either promote or diminish public trust.

Furthermore, reference^[23] provides insights into how political partizanship might influence the understanding of language, particularly in the context of moral judgments. Their research revealed that the language used to describe political events may reflect underlying attitudes and biases, altering how individuals perceive and react to political messaging. This illustrates the delicate link between language, cognition, and political opinion formation.

In summary, language is a potent weapon in forming political beliefs and influencing how communication is formed, perceived, and received. The strategic use of language in political communication, the impact of social media, the value of authenticity and the role of partizanship all contribute to the complex dynamics of political discourse. Understanding these characteristics is essential for comprehending how language affects political ideas and conduct.

The significance of language in the creation of political beliefs is varied and intricately connected with different aspects, including cultural context, media representation, and the psychological mechanisms of interpretation. Language

serves not only as a medium for communication but also as a potent weapon for constructing political narratives and influencing public opinion. This complexity is obvious in the way political statements are generated and transmitted, particularly in the context of current political discourse.

One key component of political communication is the potential to frame topics in ways that resonate with specific audiences. According to references^[14, 16], framing issues has a significant influence on public opinion, and political communication is essentially a contest of ideas and narratives. For example, the mining industry's advertising campaigns in Australia exemplify how third-party narratives can oppose government goals, illustrating the power of language in shaping political discourse. This framing impact is significant because it can lead to adjustments in public perception and influence voting behavior.

The concept of political authenticity plays a key role in the development of political opinions. Reference^[17] highlights the role of perceived authenticity in political communication, stating that voters are more inclined to support candidates who communicate in ways that correspond with their values and beliefs. This relationship between language and authenticity underscores the importance of linguistic choices in political messaging because they can strengthen or decrease public trust. The perception of authenticity is often formed through the strategic use of language, where politicians design their words to resonate with voters' expectations.

Social media has brought new avenues for political expression and participation, significantly altering political communication. Reference^[28] studied the political communication patterns of young adults in Germany and demonstrated a reciprocal relationship between social media activity and offline political engagement. This underscores the importance of language in both online and offline situations, as social media platforms allow for the rapid distribution of political ideas and the mobilization of support. The language used in these platforms can inspire emotional responses, stimulate community involvement, and ultimately shape political ideas.

Additionally, the psychological mechanisms behind language interpretation have a vital impact on how political messages are received. Reference^[23] have studied how political partizanship impacts the understanding of language,

particularly in the setting of moral judgments. Their research reveals that individuals are likely to perceive their preferred political candidates as causative of positive events while attributing negative events to their non-preferred politicians. This cognitive bias highlights how language can be used to reinforce current views and shape political opinions.

Furthermore, the semiotic examination of political discourse illustrates how language operates as a signifier of larger ideological frameworks. References^[2, 29] address the significance of semiotics in political discourse and explores how political texts can convey multiple meanings and ideologies. This semiotic approach allows for a better understanding of how language impacts political beliefs by investigating the underlying patterns of meaning that inform political communication.

Language plays a key role in shaping political ideas through its potential to define issues, convey authenticity, and influence interpretation. The combination of language, media, and psychological systems underlines the complexity of political communication in contemporary culture. As political discourse continues to grow, understanding the dynamics of language will be vital for assessing and interpreting political beliefs and behaviors.

3. Method

3.1. Research Design

The research methodology involves a comprehensive analysis of debate transcripts and video recordings, employing a combination of content analysis and discourse analysis techniques to identify patterns in the use of language, gestures, and other semiotic resources. This multifaceted approach allows for a deeper understanding of how communicative strategies are employed in debates, revealing not only the explicit content of the discussions but also the underlying psychological mechanisms that influence participant interaction.

3.2. Data Collection

Data collection for this study was a systematic and rigorous process designed to capture the richness of the candidates' communicative practices. The primary sources of data included debate transcripts and video recordings, which were

meticulously reviewed to identify key linguistic and semiotic features. The collection process employs both manual and automated methods to ensure comprehensive analysis.

Manual coding involves a detailed examination of transcripts and recordings, which allows researchers to identify specific instances of language use, gestures, and other semiotic resources. This qualitative approach allows researchers to capture the subtleties of communication that may be overlooked in a quantitative analysis. Automated methods, such as text analysis software, complement this process by facilitating the identification of recurring themes and patterns across the dataset.

The combination of these methods enhances the richness of the collected data, allowing for a more nuanced understanding of the candidates' strategies. Furthermore, the systematic nature of the data collection process ensures that the research findings are grounded in robust and replicable methodologies.

3.3. Data Analysis

Data analysis in this study involves a broad range of content and discourse analysis methodologies. By merging these approaches, the analysis attempts to reveal patterns and themes in the candidates' use of language, gestures, and other semiotic resources. The focus is not only on what is being communicated but also on how it is presented, including the emotional and psychological methods used in their arguments.

Content analysis helps detect specific linguistic aspects, such as rhetorical tactics, persuasive techniques, and the emotional tone of candidates' speeches. This component is crucial for understanding how candidates develop their narratives and appeal to voters' emotions.

In contrast, discourse analysis delves into contextual elements that influence communication. This includes evaluating the power dynamics at play during the debates, the cultural references made by the candidates, and the interplay between verbal and nonverbal communication. By evaluating these factors, this study intends to shed light on how candidates traverse the complexity of political discourse in Indonesia.

The investigation will analyze the psycholinguistic tactics adopted by the candidates in their arguments. This involves analyzing how language is used to frame issues, shape

perceptions, and organize support. By analyzing these techniques, this research intends to add to the discourse on political communication and its impact on electoral outcomes.

3.3.1. Semiotic Analysis

The basis of our research is semiotic analysis, which examines the signs and symbols used by participants during debates. Semiotics, the study of signs and their meanings, provides a framework for understanding how language and nonverbal clues function together to produce meaning. In this setting, verbal language, gestures, facial emotions, and spatial arrangements are all analyzed as semiotic resources. By examining these characteristics, we can discover how debaters communicate agreement, disagreement, authority, and empathy, thus influencing the dynamics of the debate.

For instance, a speaker's use of certain rhetorical techniques, such as metaphors and analogies, can not only convey complicated concepts but also provoke emotional responses from audiences. In addition, gestures like hand motions and posture adjustments can support or refute spoken words, providing levels of meaning that might not be immediately clear from verbal analysis alone. By integrating these semiotic aspects, we aim to develop a comprehensive understanding of the communicative practices within the discussions.

3.3.2. Psycholinguistic Perspectives

This study's methodology integrates psycholinguistic perspectives, which center on cognitive processes that underlie language use in debate settings, alongside semiotic analysis. Psycholinguistics investigates how language is processed in the brain, how it influences thought, and how it is altered by social situations. By employing psycholinguistic theories, we can acquire insights into how debaters build arguments, respond to difficulties, and alter their language based on audience response.

For example, it explores how cognitive load impacts a debater's ability to communicate difficult arguments under pressure. The investigation will assess instances of code-switching, hesitation signals, and other linguistic phenomena that may suggest cognitive processing problems. Additionally, we will study how the use of persuasive language methods, such as ethos, pathos, and logos, may be viewed through the lens of psycholinguistics, giving light to how speakers strategically appeal to the audience's emotions and rationality.

3.3.3. Ethical Considerations

Ethical considerations are crucial to any research involving human participants. This will ensure that all debate recordings and transcripts are anonymized to safeguard the identities of the participants. Furthermore, we will seek informed consent from relevant parties where appropriate, particularly when examining public debates in which participants may not be aware of their participation in a research project.

4. Results

The results of this study, which thoroughly evaluated transcripts and video recordings of the 2024 Indonesian presidential debates, offer valuable insights into the shifting nature of political communication in a dynamic election scene. Through a complete assessment of the debate materials, the observations and conclusions highlighted significant findings regarding the candidates' methods, rhetoric, and audience participation. The confirmation of the results further reinforced these insights by applying additional research and verification methods to ensure the robustness of the findings. Notably, the time point of the study, rooted in the context of the recent debates, allowed for a relevant perspective on how candidates modified their communication tactics in response to evolving public views and competitive pressures. The change component of the analysis presents a thorough assessment of the major modifications in candidates' methods, illustrating how they navigated the complexity of modern political discourse and the ramifications of these developments for future electoral fights. The study's findings not only add to the body of information already available on political communication and provide a useful tool for comprehending the subtleties of candidate behavior in the context of modern Indonesian politics.

4.1. Anies Baswedan's Inaugural Speech

*Greetings to all Bismillahirrahmanirrahim
The rule of law places the law as the main
reference to ensure a sense of justice is present
to provide benefits and certainty to all. This
must be held firmly by the holders of power
both at the top and all levels. But what hap-
pens is that many rules are bent according to
the interests of those who hold power. Will this*

*continue? No, this must be changed. This must
be restored. Then, we see how these days the
order in which we organize the government
often does not follow the principles of law that
we hold. This is why we see that we must re-
store this change. This country is a state of law,
not a state of power. In a state of law, power
is governed by the law; in a state of power, the
law is governed by the ruler, and we do not
want that to happen at this time. If we look at
the law, it should be upright; this is the law,
but in reality, it is crooked; it is sharp down-
wards, blunt upwards. This condition cannot
be ignored, it cannot be allowed, and it must be
changed. Therefore, we encourage changes to
restore the law to be upright for all. If we see
today that one millennial can become a vice
presidential candidate, there are thousands of
Generation Z millennials who care about the
nation's children, who care about those who
are marginalized, when they express their opi-
nions, when they criticize the government, they
are often faced with violence, collisions, and
even tear gas. Will this condition be tolerated?
No, we must make changes; therefore, we fo-
cus on basic things. Last but not least, the
second important thing is that we are witness-
ing events such as the incident of Ms Mega
Suryani Dewi, a housewife who was not taken
care of and died as a victim of violence. Will
this be tolerated? No, this must be changed.
The father of Harun Arasyid, a son who died
supporting Mr. Prabowo in the 2019 presiden-
tial election. He was killed, and to this day,
there is no clarity. Will this be tolerated? No,
this must be because we dedicate ourselves
to be present and commit that from the top to
the bottom we will uphold the law on anyone.
We restore the spirit of state life that places
the law in the highest place. This provision
applies to all, including ASN affairs, TNI and
Polri affairs. Thank you. Wasalamu'alaikum
warahmatullahi wabarakatuh.*

Table 1 presents a detailed analysis of the key themes,

semiotics, and rhetorical patterns in Baswedan’s political discourse. The overarching themes revolve around promoting unity, civic participation, transparency in governance, and social justice. Baswedan emphasizes the importance of inter-generational dialogue, education for empowerment, peaceful protests, and media responsibility in shaping public narratives. He critiques the current state of power, advocates for legal reforms to protect marginalized groups, and high-

lights the interconnectedness of social issues that require a holistic approach. The table delves into Baswedan’s use of personal anecdotes, rhetoric, and vision of a more just and inclusive society to inspire civic engagement and drive political change. This comprehensive analysis provides valuable insights into the key elements of Baswedan’s messaging and its potential impact on public perceptions and the political landscape.

Table 1. Identifying key themes and semiotic patterns (Anies Baswedan).

Theme/Semiotic Patterns	Explanation
Rule of law vs. State of power	Baswedan contrasts a “state of law,” which prioritizes justice and equality with a “state of power,” wherein laws are manipulated for personal gain. This framing critiques the current political situation and serves as a call for reform, emphasizing the need for governance that upholds the rule of law.
Justice and marginalization	The book highlights the importance of justice for marginalized groups, appealing to the audience’s empathy and social responsibility. This emotional appeal encourages listeners to reflect on their roles in advocating for justice and equality, thus making the issues more relatable and urgent.
Calls for change: Please find the change.	The repeated phrases like “this must be changed” signal a strong rallying cry for reform. Baswedan’s insistence on change reflects a broader desire for political transformation, resonating with citizens who feel disillusioned by current government. This urgency positions him as a leader attuned to the populace’s needs.
Violence and victimization	Baswedan addresses the violence experienced by citizens, using personal anecdotes to illustrate the actual consequences of political oppression. These narratives humanize the issues, evoke sympathy, and call for accountability and change, making the struggle for justice more tangible for the audience.
The role of language in political discourse	The language used is rich in semiotic significance, with words like “upright” and “crooked” conveying strong moral judgments. This choice of language frames political discourse in alignment with values of justice and integrity, effectively communicating the stakes involved in political struggle.
Emotional appeal and collective identity	Baswedan’s speech fosters a sense of solidarity among listeners by addressing them as a unified group facing common challenges. This strategy encourages individuals to see themselves as part of a larger movement toward change, enhancing the emotional resonance of his message and galvanizing support.
The importance of personal anecdotes	Personal anecdotes add authenticity to Baswedan’s message, creating a narrative that listeners can connect with. These stories humanize political issues, making them relatable and urgent, and enhancing the overall impact of his speech.
The contrast between generational perspectives	He highlights the role of millennials and Generation Z in advocating for change, positioning them as key players in the political landscape. This generational framing empowers youth and emphasizes the need for collective efforts to address systemic issues.
The role of power in shaping laws	Baswedan critiqued how concentrated power can distort the application of the law, arguing for a legal framework that prioritizes justice over favoritism. This critical analysis highlights the need for reforms that ensure that laws serve the interests of the people rather than the interests of the powerful.
Call for accountability	He emphasized the necessity of accountability within the government and asserted that leaders should be held accountable for their actions. This call for accountability is crucial in restoring public trust and ensuring that the rule of law is respected by all citizens.
The emotional weight of injustice	The emotional weight of injustice is palpable in Baswedan’s statements on violence and oppression. By recounting specific incidents, he evokes urgency and moral obligation among his audience, compelling them to confront uncomfortable truths about their society and motivating them to take action.
Role of rhetorical questions	Rhetorical questions engage the audience and provoke critical thinking, challenging listeners to reflect on the status quo. This technique stimulates discussion and reinforces the urgency of Baswedan’s message, encouraging active participation in political discourse.
The significance of collective action	Baswedan emphasized that change requires the participation of all citizens, framing the struggle for justice as a collective endeavor. This call for solidarity is essential in mobilizing support for his vision of a more just society and encouraging individuals to unite in their efforts for reform.
The impact of personal stories	Personal stories enhance the impact of Baswedan’s message by illustrating the real-life implications of political decisions. These narratives create a sense of urgency for reform because they highlight the immediate need for change and humanize the political discourse.
The importance of social justice	His focus on social justice reflects his commitment to address inequalities in Indonesian society. By articulating a vision of a just society, he resonates with citizens concerned about equity and representation, fostering solidarity among those advocating for change.

Table 1. Cont.

Theme/Semiotic Patterns	Explanation
The role of political engagement	Baswedan calls on citizens to actively participate in the democratic process, emphasizing that change cannot occur without collective action. This advocacy for political engagement empowers individuals to take ownership of their role in shaping the future of their country.
The significance of empathy in politics	The significance of empathy in politics is evident in Baswedan's handling of the struggles of marginalized individuals. By appealing to the audience's compassion, he fosters a political culture that prioritizes the needs and rights of all citizens and reinforces the importance of empathy in building a just society.
The role of law in empowerment	He argued that the law should empower individuals, particularly marginalized groups. By advocating for legal reforms that prioritize justice and equality, Baswedan positions the law as a tool for social change that can empower communities and promote equity.
The impact of injustice on society	Baswedan articulated how systemic injustices harm individuals and erode trust in institutions. By addressing the broader societal implications of injustice, he highlights the urgent need for reform and for galvanizing support for a more just and equitable political landscape.
The importance of dialog	He advocates for open communication between leaders and citizens, asserting that meaningful dialog is essential for fostering understanding and collaboration. This call for dialog reflects a commitment to inclusiveness and democratic engagement, encouraging citizens to voice their concerns.
The role of hope in political discourse	The theme of hope is woven throughout Baswedan's speech, instilling optimism among his audience. By articulating a vision for a better future, he inspires action and encourages citizens to believe in the possibility of change, positioning himself as a leader committed to realizing a brighter future.
The challenge of political corruption	Baswedan addressed the challenge of political corruption, critiquing how it undermines the rule of law and erodes public trust. By calling for reforms that promote transparency and accountability, he resonates with citizens frustrated by a political system that prioritizes personal gain over public good.
The need for legal reforms	The call for legal reforms is central to Baswedan's speech, as he argued that existing laws must be revised to reflect principles of justice and equality. This advocacy underscores the importance of a legal framework that protects the rights of all citizens, particularly marginalized groups.
The role of civic responsibility	He urges citizens to take an active role in advocating for change, emphasizing that individuals must engage in the democratic process. This call for civic responsibility fosters a sense of agency among citizens, encouraging them to take ownership of their role in shaping the political landscape.
The interconnection of social issues	Baswedan highlights the interconnection of social issues and argues that addressing systemic inequalities requires a holistic approach. This recognition of interconnectedness is essential for developing comprehensive solutions to complex social problems and for fostering a more inclusive political discourse.
The impact of personal leadership	Baswedan's leadership is a model for effective advocacy. By positioning himself as a champion of justice, he inspires others to follow suit, reinforcing the idea that change begins with individuals willing to take a stand for what is right.
The role of advocacy in social change	He encourages individuals to become advocates for justice and equality, emphasizing the importance of raising awareness and mobilizing support for marginalized communities. This call for advocacy empowers citizens to take action and contribute to a broader movement for social change.
The importance of intersectionality	Baswedan acknowledged that individuals experience oppression differently based on their identities, advocating for a nuanced approach to addressing injustice. This emphasis on intersectionality is essential for fostering inclusivity and ensuring that all voices are represented in the fight for justice.
The power of collective action	He emphasized that change is only possible when individuals unite to advocate for a common cause. By fostering a sense of unity among citizens, Baswedan encouraged collaborative efforts toward a more just and equitable society, reinforcing the importance of collective action in political discourse.
The role of hope in mobilization	Baswedan's message of hope catalyzes mobilization and inspires individuals to believe in the possibility of change. This emphasis on hope fosters optimism and encourages citizens to take action in pursuit of justice and equality, positioning them as leaders committed to creating a brighter future.
The role of hope in building resilience	Baswedan's emphasis on hope is not only about envisioning a better future but also about building resilience among citizens. Hope encourages individuals to persevere in their struggle for justice and fosters a sense of determination and empowerment. This resilience is crucial for long-term social justice and political reform efforts.
The function of political rhetoric	The function of political rhetoric in Baswedan's speech is to persuade and mobilize the audience. By employing effective rhetorical devices, he enhances the emotional impact of his message, making it relatable and compelling. This strategic use of language is essential for engaging the audience and prompting them to take action.
The importance of legal literacy	Baswedan underscores the importance of citizen legal literacy, advocating for an informed populace that understands their rights and the legal system. This empowerment through knowledge is vital for holding leaders accountable and ensuring that laws are applied equitably. Legal literacy fosters civic engagement and strengthens democracy.

Table 1. Cont.

Theme/Semiotic Patterns	Explanation
The significance of grassroots movements	The study highlights the significance of grassroots movements in advocating for change. By recognizing the power of community organizing and local activism, Baswedan positioned these movements as essential players in the fight for justice. This recognition empowers citizens to take collective action and work toward systemic reforms at the local level.
The intersection between law and morality	The intersection of law and morality is a recurring theme in Baswedan’s discourse. He argued that laws should reflect ethical principles and serve the common good. This perspective challenges the notion of law as merely a set of rules, insisting instead that law must be a vehicle for promoting justice and protecting the rights of all citizens.
Role of accountability in democracy	Baswedan emphasizes accountability as a cornerstone of democracy. By advocating for mechanisms that hold leaders responsible for their actions, he reinforces the idea that a functioning democracy requires transparency and responsiveness to the needs of the people. This emphasis on accountability is crucial for restoring faith in democratic institutions.
The importance of cultural awareness	The theme of cultural awareness is incorporated, recognizing diverse cultural identities within Indonesia. By addressing the unique experiences of different communities, Baswedan advocates for an inclusive approach to governance that respects and uplifts all cultural identities. This awareness fosters social cohesion and unity in diversity.
The role of women in social change	Baswedan acknowledged the significant role of women in driving social change. By highlighting the contributions of women to justice and equality movements, he emphasized the importance of gender equity in political discourse. This focus not only empowers women but also enriches the broader struggle for social justice.
The impact of political discourse on public perceptions	The impact of political discourse on public perception is evident in Baswedan’s statements. His strategic framing of issues shapes how audiences understand and interpret the political landscape. By effectively communicating his vision for justice, he influences public sentiment and mobilizes support for his agenda.
Call for unity in diversity	Baswedan’s message includes a call for unity in diversity, emphasizing that Indonesia’s strength lies in its multiculturalism. By advocating for a society that embraces its diverse identities, he promotes a vision of harmony and collaboration. This emphasis on unity fosters a sense of belonging among citizens and encourages collective action for social justice.
The need for governance transparency	He stressed the need for transparency in governance and argued that open communication and accessible information are vital for accountability. By advocating transparent practices, Baswedan seeks to build trust between citizens and their leaders, reinforcing the idea that a well-informed public is essential for a functioning democracy.
The role of faith in motivating action	The influence of faith is subtly woven into Baswedan’s rhetoric, as he invokes moral and ethical imperatives drawn from cultural and religious values. By appealing to the audience’s sense of faith, he motivates them to act for justice and uphold moral principles in governance. This connection between faith and activism enriches the discourse.
The importance of intergenerational dialog	Baswedan highlights the importance of intergenerational dialog, advocating for conversations between older and younger generations. This dialog fosters mutual understanding and collaboration, ensuring that diverse perspectives are considered in the pursuit of social change. By bridging generational gaps, Baswedan has promoted a more inclusive political discourse.
The role of education in empowerment	He underscored the role of education in empowering citizens to advocate for their rights. By promoting educational initiatives that foster critical thinking and legal literacy, Baswedan highlights the importance of an informed citizenry in driving social justice. Education serves as a foundation for active participation in democracy.
The significance of peaceful protests	Baswedan advocates for the significance of peaceful protests as a means of expressing dissent and advocating for change. By framing protests as a legitimate form of civic engagement, he empowers citizens to voice their concerns and demands. This emphasis on peaceful protests underscores the importance of nonviolent action in the struggle for justice.
The role of media in shaping narratives	He acknowledges the media’s role in shaping public narratives and influencing political discourse. By emphasizing the importance of responsible journalism, Baswedan calls for media practices that promote truth and accountability. This recognition of media’s impact is essential for fostering an informed electorate and healthy democracy.
Call for sustainable development	Baswedan incorporated a call for sustainable development, arguing that social justice and environmental sustainability are interconnected. By advocating for policies that promote equitable resource distribution and environmental stewardship, he highlights the need for a holistic approach to governance that considers both social and ecological justice.
The importance of civic education	He stressed the importance of civic education for fostering an engaged and informed citizenry. By promoting educational initiatives that teach individuals about their rights and responsibilities, Baswedan seeks to empower citizens to actively participate in the democratic process. Civic education is crucial for nurturing a culture of participation and accountability.

Table 1 provides an overview of various themes and semiotic patterns in Baswedan’s political rhetoric and discourse. Some key observations include:

- Emphasis on Governance, Transparency, and Accountability:** Baswedan stresses the need for transparency in governance and calls for increased account-

ability of leaders to citizens. He advocates reforms to build trust between the public and their representatives.

2. **Role of Faith and Intergenerational Dialogue:** Baswedan highlights the influence of faith in motivating moral and ethical action, as well as the importance of fostering intergenerational understanding and collaboration for social change.
3. **Significance of Civic Education and Peaceful Protests:** The table underscores Baswedan’s views on the empowering role of education in driving civic engagement, as well as the legitimacy of peaceful protests as a means of expressing dissent and advocating for change.
4. **Addressing Systemic Injustice and the Importance of Legal Reforms:** Baswedan argues that the law should empower marginalized groups and promote justice and equality. He emphasizes the need for legal reforms to address systemic inequities.
5. **Emphasis on Personal Narratives and Social Justice:** Baswedan utilizes personal stories to humanize political issues and foster a sense of urgency for reform. He articulates a vision of a more just and equitable society.
6. **Promoting Civic Responsibility and Collective Action:** The table highlights Baswedan’s calls for citizens to actively participate in the democratic process and take ownership of shaping their country’s future.

The **Table 1** suggests that Baswedan’s rhetoric is centered around themes of transparency, social justice, civic engagement, and the empowerment of marginalized communities, with a strong emphasis on the role of law, education, and collective action in driving positive change.

Figure 1 Presents the pie chart offers a compelling narrative of the themes woven throughout the speech, allowing us to grasp the speaker’s priorities at a glance. Dominating the discourse, the “Rule of Law” emerges as the most significant theme, commanding a substantial “25%” of the content, underscoring its critical importance in the speaker’s message. The themes of “Corruption of Power” and “Violence Against Dissent” share the spotlight, each representing “20%” of the speech. This equal emphasis highlights a pressing concern for accountability and the safeguarding of civil liberties, reflecting the urgency of these issues in the current landscape. Next, the “Call for Change” resonates with “15%” of the speech, illustrating a fervent desire for transformation and progress. The speaker’s commitment to fostering a better

future is palpable, urging listeners to envision a world that transcends the status quo.

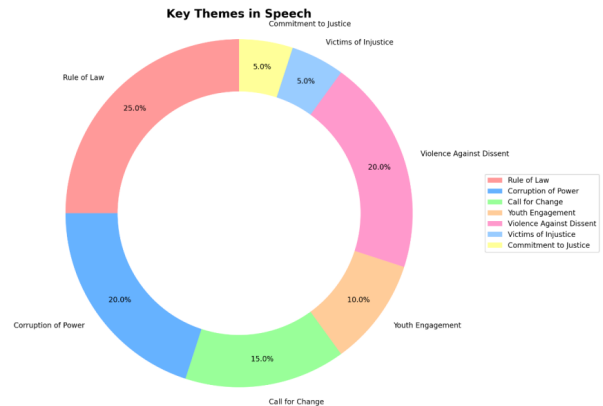


Figure 1. Semiotic pattern percentage representation in the speech (Anis Baswedan).

“Youth Engagement” also occupies a notable position as well, occupying “10%” of the discourse. This focus not only recognizes the vital role of young voices in social change but also invites a new generation to participate actively in shaping their future. In contrast, the themes of “Victims of Injustice” and “Commitment to Justice” are more subdued, each representing a modest “5%” of the speech. Although less prominent, their inclusion serves as a poignant reminder of the ongoing struggles of many and their unwavering dedication to seeking justice. This visualization clearly captures the main focus areas of the speech, revealing the relative weight given to each theme and allowing us to understand the speaker’s priorities and concerns with clarity and impact.

4.2. Psycholinguistics in Political Communication (Anies Baswedan)

Related to the concept of psycholinguistics in political communication, particularly in the context of Anies Baswedan’s discourse. It covers various themes such as the rule of law, the corruption of power, the call for change, youth engagement, violence against dissent, victims of injustices, and the commitment to justice. This information is essential for understanding the language and rhetorical strategies employed by political figures in addressing issues of governance, justice, and social change

Table 2 highlights significant themes such as the rule of law, the corruption of power, and youth engagement, which are crucial for understanding the rhetorical strategies used in

Table 2. Psycholinguistics in political communication (Anies Baswedan).

Key Theme	Description	Coding
Rule of law	The emphasis should be on law as the guiding principle for justice and governance.	“The rule of law places the law as the main reference.”
The corruption of power	Critique of how power bends laws for the interests of those in power.	“Many rules are bent according to the interests of those holding power.”
Call for change: Please find out about the change.	The urgency to restore the integrity of laws and governance.	“This must be changed, this must be restored.”
Youth engagement	References to millennials and Generation Z advocating for marginalized groups.	“Thousands of Generation Z millennials who care about the nation’s children.”
Violence against dissent	Acknowledgment of violence faced by critics of the government.	“Faced with violence, faced with collisions and even tear gas.”
Victims of injustices: A study of	Mention of specific cases that highlight the need for change.	“Incident of Ms. Mega Suryani Dewi” and “father. of Harun Arasyid.”
Commitment to justice	A promise to uphold the law for all citizens, including officials.	“We will uphold the law on anyone.”

political discourse. Each theme reflects important societal issues and the language used to address them, providing insights into the political landscape and the challenges faced in governance and justice.

Figure 2 Presents Anies Baswedan’s opening speech, he articulated a compelling vision centered around the rule of law and the necessity for systemic change within the governance of Indonesia. He began by asserting that the law should serve as the primary reference point to ensure justice, benefits, and certainty for all citizens. This foundational principle is crucial, yet he highlights a troubling reality: the manipulation of laws by those in power for personal gain. This observation sets the stage for his call to action, emphasizing that such practices cannot continue and must be rectified.

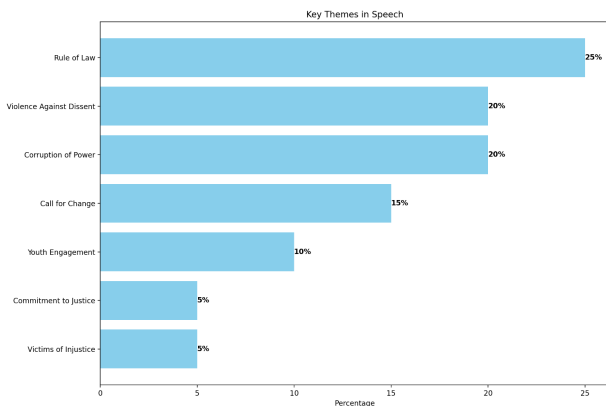


Figure 2. Psycholinguistic percentage representation in the speech. (Anies Baswedan).

Baswedan’s rhetoric underscores the distinction between a state governed by law and a state ruled by power. He

argued that in a true state of law, power is subordinate to legal frameworks, whereas in a state of power, laws are merely tools for rulers. This critical perspective reflects his commitment to restoring the integrity of the legal system, which he describes as currently “crooked” and “unjust.” His vivid imagery of the law being “sharp downwards” and “blunt upwards” powerfully conveys the urgency of his message and the need for reform.

Furthermore, Baswedan addresses the role of youth in political discourse, particularly millennials and Generation Z, who are increasingly vocal about issues affecting marginalized communities. He acknowledges the challenges they face, including violence and repression, when expressing dissent. This acknowledgment not only highlights the struggles of the younger generation and reinforces his call for a just and equitable society.

The speech takes a poignant turn as he references specific victims of injustice, such as Ms Mega Suryani Dewi, who suffered due to systemic failures, and Harun Arasyid, whose father mourns the loss of his son in the political arena. These personal stories served to humanize his message and illustrate the real consequences of political neglect and violence. By invoking these narratives, Baswedan emphasizes that such tragedies must not be tolerated and that a commitment to justice is essential for the nation’s future.

Anies Baswedan’s speech is a powerful narrative that intertwines the themes of law, justice, and the need for change. His use of emotional appeals, vivid imagery, and personal stories creates a compelling argument for restoring the rule of law and ensuring that all citizens, regardless of their status,

are treated with fairness and dignity. Through this narrative, he not only articulates a vision for Indonesia but also calls upon the collective responsibility of its people to uphold these ideals.

4.3. Prabowo's Inaugural Speech

Bismillahirrahmanirrahim asalamualaikum warahmatullahi wabarakatuh peace be upon us all Shalom Om Swastiastu namo budhaya greetings of virtue. Thank you for the opportunity to convey our vision and mission. We place the law on human rights, the law on the improvement of government services, the eradication of corruption, and the protection of all groups in society as very important because these are in our vision and mission. These things were placed at the top.

We are aware that since I was young, I have taken an oath to defend Pancasila and the 45th Constitution, in which our founding fathers established a republic that must be based on the law and the sovereignty of the people. That is my struggle, and I risk my life and soul to defend legal democracy. We understand that there are still many shortcomings, but we must be grateful in a world full of challenging uncertainties, where wars are common. Indonesia is still safe, Indonesia is still peaceful, Indonesia is still under control, prices are still under control, and the economy of Indonesia is still safe. Because of what? Because of leadership,. Because of what? Successful state management, brothers and sisters. But we must be wise, we must be mature, and we must not be hypocritical leaders. "Ing naso sung tulodo" must set an example, brothers and sisters. Prabowo Gibran, we will fix what needs to be fixed, we will enforce what needs to be enforced, and we are determined to eradicate corruption from its roots, brothers, and sisters. I think that is what I want to say. Our programs are good. Our desire is good. Let us do good things for our people. We need unity and in-

tegrity; we do not need to incite each other to criticize each other for the sake of our beloved people. We need coolness and calmness; we are a pluralistic country, and we are a country of hundreds of ethnic groups of various major religions. Leaders must be cool and mature.

Key themes and semiotic patterns (Prabowo) in **Table 3** outlines the key themes and descriptions of the Indonesian government's policy priorities, including rule of law and human rights, leadership and governance, unity and integrity, national security and stability, and religious and cultural diversity. For each theme, the table provides a brief description and suggests potential coding or keywords that could be used to represent these themes in a policy or communication context. This table serves as a reference framework for the Indonesian government to articulate and communicate its core values, priorities, and policy objectives to the public and stakeholders, addressing fundamental aspects of governance.

Table 3 provides outlines key themes related to the Indonesian government's policy priorities, which are essential for understanding the government's approach to governance and communication. Each theme addresses critical aspects of societal governance, such as the rule of law, leadership, national security, and cultural diversity. **Table 3** significantly by analyzing the implications of these themes in the context of political communication and governance.

1. Rule of Law and Human Rights: This theme emphasizes the importance of legal frameworks and the protection of human rights, suggesting that the government prioritizes justice and accountability. It reflects a commitment to uphold democratic values and ensure that citizens' rights are respected.
2. Leadership and Governance: Highlighting ethical leadership and effective governance, this theme indicates the government's focus on integrity and transparency. It suggests that strong leadership is crucial for fostering public trust and ensuring that policies are implemented effectively.
3. Unity and Integrity: This theme underscores the need for national cohesion and integrity among citizens. It implies that the government aims to promote social harmony and collective identity, which is vital for stability and progress in a diverse society.

4. National Security and Stability: By prioritizing security, the government acknowledges the importance of maintaining peace and order. This theme suggests a proactive approach to addressing potential threats and ensuring the safety of citizens, which is fundamental for a functioning state.
5. Religious and Cultural Diversity: Recognizing the country’s diverse cultural and religious landscape, this theme indicates the government’s commitment to inclusivity and respect for different identities. It reflects an understanding that diversity can be a strength when managed appropriately.

Table 3. Identifying key themes and semiotic patterns (Prabowo).

Key Theme	Description	Potential Coding
Rule of law and human rights	Emphasizing the importance of human rights, government services, and corruption eradication.	“law of human rights,” “improvement of government services,” “eradication of corruption,” “protection of all groups in society”
Leadership and governance	Discussion of commitment to Pancasila and the Constitution, emphasizing ethical leadership and successful state management.	“defend Pancasila,” “legal democracy,” “successful state management,” “wise,” “mature,” “set an example”
Unity and integrity	Call for unity and integrity among citizens, promoting calmness and respect for diversity.	“unity and integrity,” “coolness,” “calmness,” “pluralistic country,” “hundreds of ethnic groups,” “various major religions”
National security and stability	Assurance of Indonesia’s safety and stability in the middle of global challenges highlights effective governance.	“Indonesia is still safe,” “Indonesia is still peaceful,” “under control,” “prices are still under control,” “economy for our people is still safe”
Religious and cultural diversity	Use of various religious greetings to emphasize inclusivity and respect for cultural diversity.	“Bismillahirrahmanirrahim,” “assalamualaikum,” “Shalom,” “Om Swastiasu,” “namo budhaya,” “greetings of virtue”

Table 3 serves as a framework for the Indonesian government to communicate its core values and policy objectives, highlighting the interconnectedness of these themes in promoting effective governance and societal well-being.

Figure 3 show that how Prabowo emphasized different themes in his speech. The bar chart allows for easy comparison of the themes, while the pie chart provides a visual representation of how each theme contributes to the overall message.

Exploring Mental Processes (Prabowo)

The themes outlined in **Table 4** reflect the mental processes involved in understanding political communication, particularly in Prabowo’s speech. These processes engage both cognitive and emotional responses, as the speaker employs strategies to connect with the audience and promote a vision of good governance. By articulating a clear vision focused on human rights and governance, Prabowo fosters trust and reliability in his leadership. His acknowledgment of challenges and emphasis on stability further engage the audience’s rational thinking, while his call for ethical leadership resonates emotionally, addressing public concerns about accountability and integrity. Ultimately, these mental processes inspire a collective movement toward a more just and inclusive society, highlighting the interplay between

cognition and emotion in political discourse.

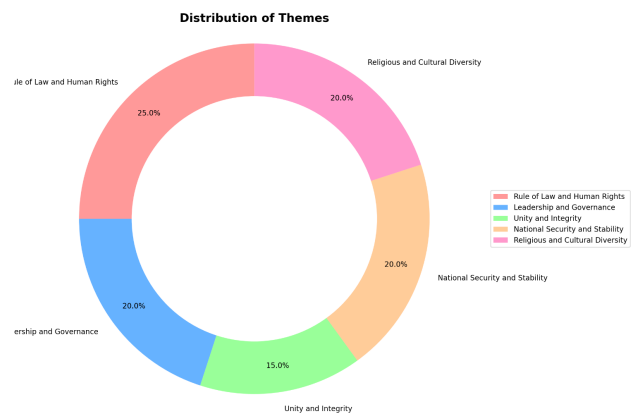


Figure 3. Semiotic pattern percentage representation in the speech. (Prabowo).

The **Table 4** outlines key themes related to the Indonesian government’s policy priorities, which are essential for understanding the government’s approach to governance and communication. Each theme addresses critical aspects of societal governance, such as the rule of law, leadership, national security, and cultural diversity. **Table 4** significantly by analyzing the implications of these themes in the context of political communication and governance.

1. Rule of Law and Human Rights: This theme emphasizes

the importance of legal frameworks and the protection of human rights, suggesting that the government prioritizes justice and accountability. It reflects a commitment to uphold democratic values and ensure that citizens' rights are respected.

2. **Leadership and Governance:** Highlighting ethical leadership and effective governance, this theme indicates the government's focus on integrity and transparency. It suggests that strong leadership is crucial for fostering public trust and ensuring that policies are implemented effectively.
3. **Unity and Integrity:** This theme underscores the need for national cohesion and integrity among citizens. It implies that the government aims to promote social har-

mony and collective identity, which is vital for stability and progress in a diverse society.

4. **National Security and Stability:** By prioritizing security, the government acknowledges the importance of maintaining peace and order. This theme suggests a proactive approach to addressing potential threats and ensuring the safety of citizens, which is fundamental for a functioning state.
5. **Religious and Cultural Diversity:** Recognizing the country's diverse cultural and religious landscape, this theme indicates the government's commitment to inclusivity and respect for different identities. It reflects an understanding that diversity can be a strength when managed appropriately.

Table 4. Exploring mental processes (Prabowo).

Paragraph	Key Theme	Explanation
1	Introduction to the speech context	Prabowo begins with inclusive greetings, establishing a connection with the audience and reflecting Indonesia's cultural diversity. This sets a positive tone for the speech.
2	Establish the vision and mission of the organization	He articulated a clear vision focused on human rights and governance, signaling their importance as foundational values in his political philosophy.
3	Personal commitment and oath	By recalling his oath to defend Pancasila and the Constitution, he intertwined his personal narrative with national ideology, fostering trust and reliability in his leadership.
4	Recognition of challenges	Acknowledging existing shortcomings reflects his realism and willingness to confront challenges, positioning Indonesia as stable despite global uncertainties.
5	Safety and stability of Indonesia	Emphasizing Indonesia's safety and peace bolsters national pride and confidence, contrasting stability with global chaos to create a narrative of resilience.
6	The importance of leadership	He links Indonesia's stability to effective leadership, engaging in a mental process of causation that highlights the significance of good governance for national well being.
7	Call for wisdom and maturity.	Urging leaders to be wise and mature emphasizes the ethical dimensions of leadership and advocating for authenticity and integrity in governance.
8	Setting an example	By stating that leaders must set an example, he emphasized the influence of leadership behavior on public perception and promoted accountability and ethical conduct.
9	Addressing corruption	His determination to eradicate corruption speaks to a collective consciousness among citizens, engaging in a problem-solving mental process that resonates with public sentiment.
10	Unity and integrity	The call for unity promotes a collective identity and encourages citizens to come together for the greater good, reflecting a mental process of inclusivity.
11	Critique of division	Caution against incitement addresses potential conflict by employing a preventive mental strategy aimed at fostering peace and cooperation among diverse groups.
12	Promotion of coolness and calmness	Advocating for composed leadership reflects a cognitive understanding of emotional intelligence, which suggests that thoughtful decision-making is crucial for maintaining peace.
13	Recognition of pluralism	Acknowledging Indonesia as a pluralistic society reflects acceptance and respect for diversity and fosters an environment of mutual respect and understanding.
14	Cultural and religious diversity	Positioning diversity as a strength rather than a weakness shifts the narrative to a celebration of multiculturalism, encouraging citizens to embrace their differences.
15	Collective responsibility	His call for collective action emphasizes shared responsibility among citizens, reinforcing the idea that individual contributions are vital for achieving broader societal goals.
16	A positive view of governance	The assertion that "our program is good" reflects an optimistic outlook, aiming to inspire confidence among citizens in the potential for progress and improvement.
17	Moral imperative to good	Urging the audience to "do good for our people" invokes a moral imperative that encourages a sense of duty among citizens and fosters a culture of altruism and community service.

Table 4. Cont.

Paragraph	Key Theme	Explanation
18	Conclusion and call for action	His speech concludes with a powerful call to action, encapsulating the overall message and reinforcing the need for collective effort in overcoming challenges.
19	Impact on audience perception	Throughout the speech, Prabowo employs cognitive strategies to shape audience perception, crafting a narrative that resonates deeply and promotes a sense of hope and responsibility.
20	Final reflections on leadership	Ultimately, the speech explores mental processes related to governance, ethics, and social cohesion, inspiring a collective movement toward a more just and inclusive Indonesia.

Table 4 serves as a framework for the Indonesian government to communicate its core values and policy objectives, highlighting the interconnectedness of these themes in promoting effective governance and societal well-being.

Figure 4 derived from Prabowo’s speech reveals a rich tapestry of themes that he addresses, highlighting the intricate nature of political communication. Each theme encapsulates a vital element of his message, underscoring the multifaceted dimensions of governance and leadership that he seeks to convey.

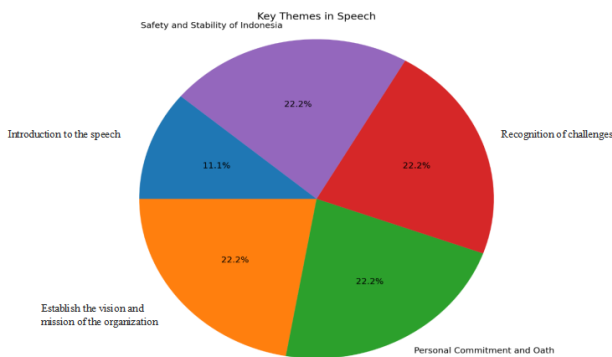


Figure 4. Exploring the percentage representation of mental processes in speech (Prabowo).

At the forefront of the chart are themes centered around establishing a clear vision and the critical importance of leadership. This prominence suggests that Prabowo prioritizes these elements as foundational to his political agenda. He perceives strong leadership as indispensable for realizing his aspirations for Indonesia, indicating a strategic approach to governance that emphasizes direction and purpose. Moreover, Prabowo’s speech reflects a realistic acknowledgment of the challenges that lie ahead. The equal emphasis on recognizing these challenges, along with a commitment to addressing corruption, highlights his pragmatic approach to governance. By openly acknowledging existing issues while proposing viable solutions, he cultivates a sense of trust among his audience and fosters a belief in his capacity to lead effectively.

Unity and integrity emerge as significant themes in his narrative, signaling a deliberate effort to promote social cohesion within Indonesia’s diverse society. Through his emphasis on these concepts, Prabowo aspires to inspire collective action and instill a sense of shared responsibility among citizens. This call for unity is particularly poignant in a nation characterized by its rich cultural and religious tapestry. Cultural and religious diversity also play a crucial role in Prabowo’s message. His recognition of pluralism underscores the significance of inclusivity, which is vital for fostering harmony in societies with varied ethnic backgrounds and faiths. By promoting a narrative of unity in diversity, he seeks to build bridges among different communities, reinforcing the idea that strength lies in collaboration and mutual respect.

The speech serves as a rallying cry for positive change, as Prabowo incorporates themes related to moral imperatives and calls for action. By framing his message in ethical terms, he encouraged citizens to engage actively in the political process, envisioning a more just and equitable society. This proactive stance is designed to mobilize the audience, inviting them to participate in shaping their collective future. As the chart illustrates, Prabowo’s overall approach is balanced, addressing various aspects of governance, from personal commitment to collective responsibility. This equilibrium is essential for effective political communication because it resonates with a wide audience and fosters a sense of hope and engagement among listeners.

In summary, the chart not only captures the essence of Prabowo’s speech but also provides valuable insights into his priorities and the mental processes he employs to connect with his audience. This interpretation highlights the critical importance of leadership, unity, and inclusivity in Indonesia’s vision, reinforcing the significance of these elements in contemporary political discourse. Through this narrative, Prabowo aspires to inspire a collective movement toward

progress and positive change, urging citizens to join him in building a better future for all.

4.4. Inaugural Speech of Ganjar Pranowo

Asalamualaikum warahmatullahi wabarakatuh, Good evening, Peace be upon us all. Om Swastiastu namo Budayo. Mr. and Mrs. who I respect very much, the audience of tonight's debate that I respect very much, Mr. Mahfud and I started traveling at the opening of the campaign from the eastern tip of Indonesia to the west, from Sabang to Merauke, just wanting to listen and want to see firsthand what the people feel when this 5-year contest takes place. Hope exists and enters the mind of a leader. In Merauke, we found a pastor named Mr. Leo; he had to help a mother give birth because there were no health facilities, and he learned from YouTube. A right to health that could not be obtained, so we told Pastor Leo, we will build it, and we will mobilize throughout Indonesia, that is, one village, one health center or auxiliary health center with one health worker available. Mr. Mahfud also told the teachers in Aceh, in Sabang, that there are also religious teachers there; we want to build a great Indonesia with superior human resources. But have we paid attention to them? Of course, the progress that has been made, we must do it much faster, with more "satset" and with attention. That must be given, and that is where we pay attention to the fate of teachers; including religious teachers, we provide incentives to them so that they can teach noble character; with the existing religious moderation. Ladies and gentlemen, this story is not enough; I traveled to NTT, and we met with the people there. Mr. Ganjar, why don't we young people have easy access to jobs, even though it is our right? Why do we have difficulty accessing the internet? Although we must learn, it is not the same as that in Java. This note drives our thoughts. Free internet for students who are studying so that they have

something in common with us in Java. We moved again and met friends with disabilities in NTB; how happy I was to meet people who are struggling hard so that they can be equal, and the government must pay attention to them to provide equality to them. But ladies and gentlemen, I heard that when democratization must go on and democracy must be safeguarded together, there was Sinta's mother who had to deal with the security forces when expressing her opinion, and there was Melki, the chairman of BEM, whose mother had to be examined, so things like this must end. And they can get good things if the government happens. Then what we find in Kalimantan, the Dayak people, the existing tribes, involve us so that we can get the same access. All of this can work if the government is clean, the government can be accommodating, and we brush corruption not with words but with seriousness. Mr. Mahfud is my partner who has been, as the Coordinating Minister, executing it well; we will do that, we ask for the support of the people, to order us to do that. Thank you, amualikum warahmatullahi wabarakatu.

The process of identifying key themes and semiotic patterns in Ganjar Pranowo's political discourse reveals a nuanced understanding of strategic communication. By analyzing elements such as language use, audience acknowledgment, and narrative structure, we gain insights into the speaker's priorities and rhetorical strategies. The identified themes, including inclusivity, democracy, healthcare accessibility, and civic responsibility, resonate with the audience's concerns, fostering a sense of shared purpose. Additionally, semiotic patterns, such as personal stories and references to regional diversity, enhance the speech's persuasive power, creating empathy and engagement among listeners. This analysis underscores the importance of understanding political rhetoric in the context of Indonesia's diverse society, highlighting how leaders navigate complex political landscapes to mobilize public support.

Table 5 contains key themes and descriptions related to political discourse, which can be analyzed to understand the underlying messages and implications in the context of

governance. These themes were significantly to highlight their relevance in political communication.

Table 5. Identifying key themes and semiotic patterns (Ganjar Pranowo).

Paragraph	Key Theme	Explanation
1	Greetings and inclusivity:	Baswedan opens with greetings in multiple languages, including Arabic and Indonesian, which reflects his respect for cultural diversity and aims to create an inclusive atmosphere for the audience.
2	Acknowledgment of the audience	He acknowledges the audience and his respect for Mr. Mahfud, creating a sense of camaraderie and establishing rapport, which is crucial in political discourse to foster connection and engagement.
3	Listening to people	Baswedan emphasizes the importance of listening to people's feelings and needs, indicating that a leader must be attuned to citizens' voices in decision-making processes.
4	Journey Through Indonesia	His reference to traveling from Sabang to Merauke symbolizes a commitment to understanding regional disparities and underscores the geographical diversity of Indonesia, enhancing the narrative of unity in diversity.
5	Healthcare accessibility	The story of Pastor Leo helping a mother give birth highlights the lack of health facilities in remote areas, emphasizing the urgent need for improved healthcare infrastructure in Indonesia, particularly in rural regions.
6	Commitment to healthcare reforms	Baswedan articulates a plan to establish one health center per village, demonstrating a proactive approach to healthcare reform and addressing the basic needs of the population, which resonates with the audience's expectations.
7	Focusing on education	The need to improve educational resources, especially for teachers, is highlighted, reflecting a commitment to educational reform that prioritizes the welfare of educators and the quality of education for students in Indonesia.
8	Incentives for teachers: a 10% discount is a good incentive for teachers to make good contributions.	By proposing incentives for teachers, Baswedan aims to enhance the quality of education and foster noble character among students, which aligns with societal values and the importance of moral education.
9	Youth employment opportunities	The concerns raised by young people about job access highlight the need for policies that create employment opportunities, which are critical for empowering the next generation and addressing youth unemployment in Indonesia.
10	Digital divide	Baswedan's mention of internet access for students underscores the digital divide between urban and rural areas, advocating for equitable access to technology as a means to level the educational playing field.
11	Support for people with disabilities	His interaction with people with disabilities highlighted the importance of inclusivity and equality, advocating for government policies that ensure equal rights and opportunities for marginalized groups.
12	The importance of democracy	By discussing the need to safeguard democracy, Baswedan highlights the political context of his campaign and the importance of civic engagement, reinforcing the idea that democracy is a collective responsibility.
13	Personal stories of struggle	The mention of Sinta's mother and Melki illustrates the real-life struggles faced by citizens, evoking empathy and drawing attention to the need for government accountability and the protection of citizens' rights.
14	Call to end repression.	Baswedan calls for an end to repression and violence against citizens who express their opinions, reinforcing the need for a safe environment for democratic expression and political discourse in Indonesia.
15	Engagement with Indigenous peoples	His reference to the Dayak people highlights the importance of recognizing and involving indigenous communities in governance, ensuring that their rights and needs are addressed within the broader political framework.
16	Clean government	Baswedan's emphasis on the need for a clean government reflects his commitment to anticorruption measures, signaling to the audience that transparency and integrity are vital for effective governance.
17	Partnering to change	By mentioning Mr. Mahfud's role as a Coordinating Minister, Baswedan emphasizes teamwork and collaboration in governance, which is essential for executing policies effectively and building public trust.
18	Public support for governance	He calls for public support and engagement, emphasizing that the government's success relies on active citizen involvement, thereby fostering a sense of shared responsibility among the populace.

Table 5. Cont.

Paragraph	Key Theme	Explanation
19	The Vision of a Better Indonesia	Baswedan paints a vision of a united Indonesia with equal access to resources, healthcare, and education, appealing to audiences' aspirations for a better future through comprehensive reforms.
20	A sense of hope and progress	The overall tone of the speech conveys a sense of hope, as Baswedan emphasizes the need for forward-thinking policies that address current issues while fostering progress and development for all citizens.
21	The importance of community engagement	By discussing various communities' needs, he highlights the necessity for grassroots involvement in governance, reflecting a bottom-up approach that values citizen input in policymaking.
22	Advocacy for equal rights	His insistence on equality for all citizens, including marginalized groups, underscored the importance of social justice and the need for policies that address systemic inequalities in Indonesian society.
23	Holistic development approach	Baswedan advocates for a comprehensive approach to development that includes health, education, and economic opportunities, which aligns with sustainable development goals and a broader vision for national progress.
24	Encouraging civic responsibility	His speech encouraged citizens to take responsibility for their democracy, reinforcing the idea that active participation is essential for maintaining a healthy democratic society and fostering civic engagement among youth.
25	Connecting personal experiences	By sharing personal stories from his travels, Baswedan connects with the audience on an emotional level, fostering empathy and understanding for the struggles faced by various communities across Indonesia.
26	Emphasizing collaboration	The speech underscores the importance of collaboration between the government and citizens, promoting a partnership model that encourages joint efforts in addressing national challenges and working toward common goals.
27	Vision for educational equity	Baswedan's focus on educational access reflects his vision for equity in education, advocating for policies that bridge the gap between urban and rural educational opportunities, which are vital for national development.
28	Acknowledging regional diversity	His journey across Indonesia highlights the need to acknowledge and respect regional diversity, fostering a sense of belonging and ownership among citizens, which is essential for national unity.
29	Conclusion and calls for action	The conclusion of his speech serves as a powerful call to action, urging citizens to support his vision and to actively shape the future of their country, reinforcing the collective responsibility for national progress.
30	Closing remarks	Baswedan closes with a reiteration of respect and gratitude, emphasizing the importance of mutual respect in political discourse and leaving the audience with a sense of hope and empowerment to effect change.

Here are the key themes and their interpretations:

- Rule of Law:** This theme emphasizes the importance of law as the foundation for justice and governance. It suggests a commitment to uphold legal principles, which is crucial for maintaining public trust and ensuring accountability in government actions.
- The Corruption of Power:** This theme critiques how those in power may manipulate laws for their own interests. It highlights the need for vigilance against abuses of power and reinforces the call for transparency and integrity in governance.
- Call for Change:** The urgency to restore the integrity of laws and governance reflects a societal demand for reform. This theme resonates with citizens' frustrations and aspirations for a more just political system.
- Youth Engagement:** By referencing millennials and Gen-

eration Z, this theme acknowledges the role of younger generations in advocating for marginalized groups. It signifies a shift towards inclusivity and the importance of diverse voices in the political landscape.

- Violence Against Dissent:** Acknowledging the violence faced by critics of the government underscores the risks associated with dissent. This theme highlights the need for protecting freedom of expression and ensuring a safe environment for political discourse.

These interpretations reveal the complexities of political communication and the significance of these themes in shaping public perception and discourse. They reflect a broader context of governance that prioritizes justice, accountability, and inclusivity, essential for fostering a healthy democratic society.

Figure 5 presents a compelling narrative that encom-

passes various themes, reflecting the intricate nature of Indonesian political communication and governance. The chart illustrating these themes reveals a diverse array of topics, each representing a critical aspect of his message and emphasizing the multifaceted nature of leadership. At the core of Ganjar Pranowo’s address lies his unwavering commitment to listening to people. This emphasis highlights the importance of understanding citizens’ needs and feelings, which are essential for effective leadership. By prioritizing the voices of the populace, he positions himself as a leader who values input and feedback, fostering a sense of trust and connection with his audience.

His journey across Indonesia served as a powerful symbol of his dedication to eradicating regional disparities. By traveling from Sabang to Merauke, Ganjar Pranowo underscores the geographical diversity of the nation and the importance of inclusivity in governance. This journey not only reflects his commitment to understanding the unique challenges faced by different communities and reinforces the idea of national unity despite diversity.

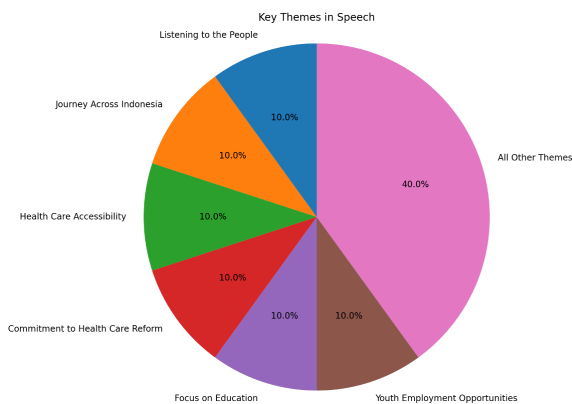


Figure 5. Identifying key themes and semiotic pattern in speech (Ganjar Pranowo).

A significant theme in his speech is healthcare accessibility. Ganjar Pranowo’s focus on the urgent need for improved healthcare infrastructure, particularly in remote areas, demonstrates his commitment to the welfare of all citizens. He articulated a proactive approach to healthcare reform by proposing the establishment of health centers in every village, aiming to meet the basic needs of the population and ensure that no one is left behind.

In addition to healthcare, Ganjar Pranowo places a strong emphasis on education. He recognizes the vital role that educational resources and teachers play in developing

human resources in Indonesia. By advocating incentives for educators, he seeks to enhance the quality of education and foster a generation equipped with the skills and values necessary for the nation’s progress. The issue of youth employment opportunities is another critical aspect of his message. Ganjar Pranowo addresses the pressing need for policies that create job opportunities for young people, empower the next generation, and tackle youth unemployment. This focus on youth reflects his understanding of the demographic dynamics in Indonesia and the importance of future investments.

Ganjar Pranowo also highlighted the digital divide, emphasizing the need for equitable access to technology for all students. By advocating for internet access, he aims to bridge the gap between urban and rural educational opportunities, ensuring that every student has the tools necessary for learning and growth. His interaction with people with disabilities further underscored his commitment to inclusivity and equality. By advocating for policies that ensure equal rights and opportunities for marginalized groups, Ganjar Pranowo demonstrates a holistic approach to governance that seeks to uplift all citizens, regardless of their circumstances. The importance of democracy is a recurring theme in his speeches. Ganjar Pranowo emphasizes the need to safeguard democratic values and civic engagement, reinforcing the idea that healthy democracy relies on active participation from its citizens. This call for action is crucial for fostering a politically aware and engaged populace.

Throughout his address, Ganjar Pranowo shares personal stories of his own struggles, evoking empathy and drawing attention to the need for government accountability. By highlighting the experiences of individuals facing challenges, he humanizes the political discourse and underscores the importance of protecting citizens’ rights.

His call to end repression is a powerful statement that underscores the need for a safe environment for democratic expression. By advocating for protecting citizens’ rights, Ganjar Pranowo reinforces the importance of civil liberties and the government’s role in safeguarding these freedoms. Engagement with indigenous peoples is another critical aspect of his message. By recognizing the importance of including indigenous communities in governance, Ganjar Pranowo demonstrates a commitment to inclusive policies that address the needs of all citizens, fostering a sense of belonging and

representation.

The theme of a clean government resonates throughout Erdogan's speech, reflecting his strong commitment to anticorruption measures. Ganjar Pranowo emphasizes the importance of transparency and integrity in governance and signals to the audience that ethical leadership is essential for effective administration.

In mentioning his partnership with Mr. Mahfud, Ganjar Pranowo underscores the value of collaboration in governance. This emphasis on teamwork highlights the necessity of working together to execute policies effectively and achieve common goals.

His call for public support for governance reinforces the idea that citizen involvement is crucial for the success of government initiatives. By fostering a sense of shared responsibility, Ganjar Pranowo encouraged active participation by the populace in shaping the future of their country. Ganjar Pranowo envisions a better Indonesia where all citizens have equal access to resources and opportunities. This aspirational message appeals to audiences' hopes for a brighter future and reflects their commitment to building a more equitable society.

The overall tone of his speech conveys a sense of hope and progress. By emphasizing the need for forward-thinking policies that address current issues, Ganjar Pranowo inspires confidence in his vision for the future and encourages citizens to believe in the possibility of positive change. The study highlights the importance of community engagement and stresses the necessity for grassroots involvement in governance. This bottom-up approach reflects his understanding that effective governance must be rooted in the needs and aspirations of local communities.

Ganjar Pranowo's advocacy for equal rights underscores the importance of social justice and the need for policies that address systemic inequalities. By championing the rights of marginalized groups, he positions himself as a leader committed to fairness and equity.

His holistic approach to development encompasses health, education, and economic opportunities, reflecting a comprehensive vision for national progress. This approach recognizes the interconnectedness among various sectors and the need for integrated solutions.

The speech encourages civic responsibility, urging citizens to take an active role in their democracy. By promot-

ing the idea that participation is essential, Ganjar Pranowo empowers individuals to engage in political processes and contribute to social change. By sharing personal experiences, Ganjar Pranowo connects with the audience on an emotional level, fostering empathy and understanding. This connection enhanced his relatability as a leader and reinforced the importance of shared experiences in shaping public policy.

The emphasis on collaboration between the government and citizens promotes a partnership model that encourages joint efforts in addressing national challenges. This collaborative spirit is vital for building trust and ensuring effective governance. His vision for educational equity reflects a commitment to bridging the gap between regions and communities and advocating policies that ensure that all students have access to quality education.

Ganjar Pranowo's journey across Indonesia highlights the need to acknowledge regional diversity and foster a sense of belonging among citizens. By recognizing the unique characteristics of various regions, he promotes a narrative of unity in diversity. Ganjar Pranowo's speech serves as a powerful call to action, urging citizens to support his vision and participate actively in shaping the future of Indonesia. His closing remarks emphasized the importance of mutual respect in political discourse, leaving the audience with a sense of empowerment and hope. Overall, the chart effectively illustrates the key themes from Ganjar Pranowo's speech, providing insights into his priorities and the mental processes he employs to connect with his audience. Through this narrative, he aspires to inspire a collective movement toward progress and positive change, inviting citizens to join him in building a better future for all.

Psycholinguistics in Political Communication

Psycholinguistics, the study of the relationship between language and the human mind, offers valuable insights into the strategic use of language in political communication. The analysis of Ganjar Pranowo's speech reveals how he leverages linguistic diversity, personal narratives, and inclusive rhetoric to engage his audience and convey his vision for Indonesia. His use of multilingual greetings reflects the country's multicultural society, fostering a sense of community and rapport with listeners. Furthermore, Ganjar's emphasis on listening to citizens' concerns and addressing regional disparities showcases his empathetic leadership style. By

incorporating personal anecdotes, he humanizes his message and evokes empathy, illustrating the urgent need for policy reforms. Ultimately, Ganjar’s communication style exemplifies the power of language to shape political discourse, foster civic engagement, and articulate a vision for a more inclusive and equitable future.

several key themes that illustrate the strategic use of language in political communication. Firstly, his multilingual greetings not only reflect Indonesia’s rich cultural diversity but also serve to create an inclusive atmosphere, signaling his commitment to representing all citizens. This approach is crucial in a multicultural society, as it fosters a sense of belonging among diverse groups.

Table 6 analyze of Ganjar Pranowo’s speech reveals

Table 6. Psycholinguistics in political communication (Ganjar Pranowo).

Paragraph	Key Theme	Explanation
1	Multilingual greetings	Ganjar Pranowo begins his speech with greetings in multiple languages, including Arabic and Indonesian. This linguistic diversity reflects Indonesia’s multicultural society and establishes an inclusive atmosphere.
2	Respect and acknowledgment	By addressing the audience with respect and acknowledging Mr. Mahfud, Ganjar builds rapport and establishes a sense of community. This politeness is a strategic move to engage listeners and foster goodwill.
3	Commitment to listening	Ganjar emphasizes the importance of listening to people’s concerns. This commitment positions him as an empathetic leader, highlighting the significance of understanding citizens’ feelings and experiences in governance.
4	Journey Through Indonesia	His journey from Sabang to Merauke symbolized his dedication to regional disparities. This geographic reference enhances his narrative of inclusivity and demonstrates a hands-on approach to leadership.
5	Personal anecdote	Ganjar shares a story about Pastor Leo, who helped a mother with childbirth due to a lack of health facilities. This personal anecdote humanizes his message and evokes empathy, illustrating the urgent need for healthcare reform.
6	Proactive healthcare solutions	By proposing the establishment of health centers in every village, Ganjar articulates a clear vision for improving healthcare accessibility. This solution-oriented approach reflects his commitment to meeting citizens’ basic needs.
7	Empowering educators	Ganjar discussed the importance of teachers, particularly religious teachers, and emphasized providing them incentives. This focus on educators highlights the role of education in national development and the commitment of educators to welfare.
8	Call for rapid progress.	He calls for faster progress in addressing educational and health issues, using the term “satset” to convey urgency. This linguistic choice reflects his determination to implement change swiftly and effectively.
9	Youth employment issues	Ganjar addresses the concerns of young people regarding job accessibility, emphasizing their right to employment. This acknowledgment resonates with the youth demographics, positioning him as a leader who understands their struggles.
10	Bridging the digital divide	By highlighting difficulties in accessing the internet, Ganjar highlights the digital divide between urban and rural areas. He advocates for free internet access, which reflects his commitment to equal educational opportunities.
11	Focusing on inclusivity	His interactions with people with disabilities emphasized the importance of inclusivity and equality. This advocacy reflects a broader commitment to ensuring that marginalized groups receive proper attention and support from the government.
12	Safeguarding democracy	Ganjar’s discussion of the need to safeguard democracy reinforces the importance of civic engagement. By emphasizing democratic values, he positions himself as a protector of citizens’ rights and freedoms.
13	Personal stories of personal struggles	Sharing stories about individuals like Sinta’s mother humanizes the political discourse. This strategy evokes empathy and highlights the need for government accountability when protecting citizens’ rights.
14	Call to end repression.	Ganjar’s call for an end to repression underscores his commitment to creating a safe environment for free expression. This reflects a commitment to upholding civil liberties and promoting healthy democratic societies.
15	Engagement with Indigenous peoples	By acknowledging the needs of the Dayak people, Ganjar demonstrates a commitment to inclusive governance. This recognition fosters a sense of belonging among indigenous communities and highlights their importance in national development.
16	Emphasis on clean governance	Ganjar’s insistence on a clean government signals a strong anticorruption stance. This emphasis on transparency and integrity resonates with citizens’ desire for trustworthy leadership and effective governance.

Table 6. Cont.

Paragraph	Key Theme	Explanation
17	Collaborative governance	By mentioning his partnership with Mr. Mahfud, Ganjar highlights the importance of teamwork in governance. This collaborative approach reflects a modern understanding of leadership that values input and cooperation.
18	Call for public support.	Ganjar’s appeal for public support highlights the importance of citizen involvement in governance. This call fosters a sense of shared responsibility and encourages active participation in the democratic process.
19	Visions for a Better Future	Ganjar paints a vision of a united Indonesia with equal access to resources, which appeals to audiences’ aspirations for a better future. This optimistic outlook positions him as a forward-thinking leader committed to progress.
20	Closing remarks and calls to action	In conclusion, Ganjar reinforces the need for collective action and expresses gratitude, emphasizing the importance of mutual respect in political discourse. This closing note leaves the audience with a sense of empowerment and hope.

Secondly, Ganjar’s emphasis on respect and acknowledgment, particularly towards figures like Mr. Mahfud, builds rapport with his audience. This politeness and recognition of others enhance his credibility and establish a sense of community, which is vital for effective political engagement.

Moreover, his commitment to listening to citizens’ concerns positions him as an empathetic leader. This empathetic approach is essential in governance, as it demonstrates responsiveness to the needs and feelings of the populace, thereby strengthening the bond between the leader and the citizens.

Ganjar’s references to his journey across Indonesia symbolize his dedication to addressing regional disparities, showcasing a hands-on approach to leadership. This narrative not only enhances his relatability but also emphasizes the importance of equitable development across the nation.

Additionally, the use of personal anecdotes, such as the story about Pastor Leo, humanizes his message and evokes empathy. This technique is effective in illustrating the urgent need for policy reforms, making his communication more impactful and relatable.

Furthermore, Ganjar’s articulation of proactive solutions, like establishing health centers in every village, reflects a forward-thinking approach that resonates with citizens’ aspirations for improvement. His call for public support and engagement underscores the importance of citizen involvement in governance, fostering a sense of shared responsibility.

Ganjar Pranowo’s communication style exemplifies the power of language in shaping political discourse. His strategic use of inclusive language, personal narratives, and calls for collaboration not only enhances civic engagement but also articulates a vision for a more inclusive and equitable future for Indonesia.

Figure 6 presents Ganjar Pranowo effectively employs a range of themes that reflect the intricacies of political communication and the importance of connecting with the audience. His opening remarks, which included greetings in multiple languages, set an inclusive tone that acknowledged Indonesia’s rich cultural diversity. This multilingual approach not only engages a broader audience but also establishes a sense of respect and unity among listeners. Ganjar’s emphasis on “listening to the people” is a cornerstone of his message. By prioritizing the voices of citizens, he positions himself as an empathetic leader who values their concerns and experiences. This commitment to understanding the needs of the populace is essential for effective governance and fosters trust between leaders and communities.

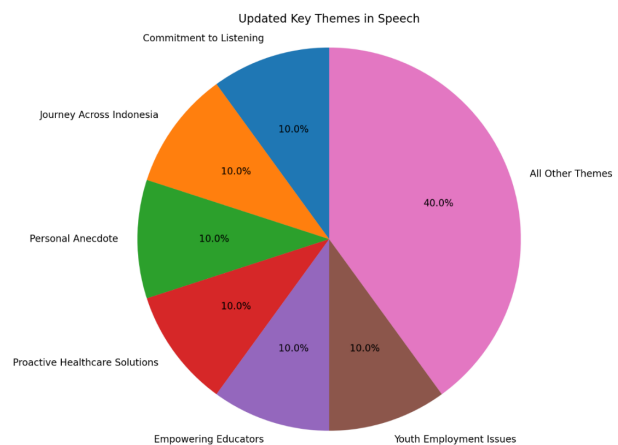


Figure 6. Psycholinguistics in political communication: Percentage representation in speech (Ganjar Pranowo).

His “journey across Indonesia”, from Sabang to Merauke, symbolizes a dedication to addressing regional disparities. This geographic reference enhances his narrative of inclusivity and demonstrates a hands-on approach to leadership. By physically traveling to different regions, Ganjar

shows that he is not just a distant politician but someone genuinely interested in the welfare of all citizens. A poignant moment in Pastor Leo's speech was the "personal anecdote" about Pastor Leo, who assisted a mother in childbirth due to a lack of healthcare facilities. This story humanizes Ganjar's message and evokes empathy from the audience, illustrating the urgent need for healthcare reform. By sharing relatable experiences, he connects emotionally with his listeners, making the issues he discusses more tangible.

Ganjar's proposal for "proactive healthcare solutions", such as establishing health centers in every village, reflects his commitment to improving healthcare accessibility. This solution-oriented approach demonstrates that he/she is not merely aware of the problems but is actively seeking to implement effective changes that will benefit the population. The emphasis on "empowering educators" is another critical aspect of his speech. By discussing the importance of supporting teachers, particularly religious educators, Ganjar emphasized the role of education in national development. This aligns with the audience's values regarding the significance of education for future generations and positions him as a leader who prioritizes human resource growth.

Ganjar's call for "rapid progress" in addressing educational and health issues conveys a sense of urgency. His use of the term "satset" reflects his determination to implement change swiftly, motivating the audience to support his vision for development. This urgency resonates with citizens who are eager to see tangible improvements in their lives. Addressing "youth employment issues", Ganjar acknowledges the concerns of young people regarding job accessibility. By acknowledging their struggles, he positions himself as an ally and advocate for their rights. This emphasis on youth is particularly important in a country with a significant young population, as it demonstrates commitment to their future. The mention of the "digital divide" highlights the disparities in access to technology and education between urban and rural areas. By advocating for internet access for students, Ganjar addresses a critical problem that affects educational equity. This focus on bridging the digital divide reflects his understanding of the importance of equal opportunities for all students.

Ganjar's interactions with "people with disabilities" further underscore his commitment to inclusivity and equality. By advocating for policies that ensure equal rights and

opportunities for marginalized groups, he demonstrates a holistic approach to governance that seeks to uplift all citizens, regardless of their circumstances. The "importance of safeguarding democracy" was a recurring theme in his speech. By emphasizing the need for civic engagement and the protection of democratic values, Ganjar positions himself as a defender of citizens' rights. This commitment resonates with the audience's expectations of leaders who value freedom of expression and democratic principles.

Throughout his address, Ganjar shares "personal stories of struggle", such as those faced by individuals like Sinta's mother. These relatable narratives evoke empathy and highlight the need for government accountability. By humanizing political discourse, he underscores the importance of protecting citizens' rights and addressing their concerns. His "call to end repression" emphasizes the need for a safe environment in which democratic expression. By advocating for protecting citizens' rights, Ganjar reinforces the importance of civil liberties and the government's role in safeguarding these freedoms. This message resonates with citizens who seek a just and fair society.

Engagement with "indigenous peoples" is another critical aspect of his message. By acknowledging the needs of indigenous communities, Ganjar demonstrates a commitment to inclusive governance. This recognition fosters a sense of belonging and representation for these communities, highlighting their importance in national development. The theme of a "clean government" resonates throughout Erdogan's speech, reflecting his strong commitment to anticorruption measures. Ganjar emphasizes the importance of transparency and integrity in governance and signals to the audience that ethical leadership is essential for effective administration. By mentioning his partnership with Mr. Mahfud, Ganjar underscores the value of "collaborative governance". This emphasis on teamwork highlights the necessity of working together to execute policies effectively and achieve common goals. This collaborative spirit is vital for building trust and ensuring effective governance. His call for "public support for governance" reinforces the idea that citizen involvement is crucial for the success of government initiatives. By fostering a sense of shared responsibility, Ganjar encourages active participation by the population in shaping the future of their country. Ganjar paints a "vision for a better future", one where all citizens have equal access

to resources and opportunities. This aspirational message appeals to audiences' hopes for a brighter future and reflects their commitment to building a more equitable society.

The overall tone of his speech conveys a "sense of hope and progress". By emphasizing the need for forward-thinking policies that address current issues, Ganjar inspires confidence in his vision for the future and encourages citizens to believe in the possibility of positive change. Ganjar Pranowo's speech serves as a powerful "call action", urging citizens to support his vision and participate actively in shaping the future of Indonesia. His closing remarks emphasized the importance of mutual respect in political discourse, leaving the audience with a sense of empowerment and hope. Through this narrative, Ganjar effectively employs psycholinguistic strategies to connect with his audience, illustrating his vision for Indonesia and the importance of inclusive governance. His ability to resonate emotionally with listeners, combined with his clear commitment to addressing their concerns, positions him as a leader who can inspire collective action and positive change.

4.5. Comparative Analysis of Political Communication Styles

In examining the speeches of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo through the lens of psycholinguistics in political communication, semiotic analysis, mental processes, and psycholinguistic perspectives, we can identify distinct strategies and thematic focuses that characterize each leader's approach to engaging with their audience.

4.6. Psycholinguistics in Political Communication

Anies Baswedan employs a narrative-driven approach that emphasizes personal stories and emotional connection. His speeches often include anecdotes that humanize political issues, allowing him to resonate deeply with his audience. By using inclusive language and addressing the audience directly, he fosters a sense of community and shared purpose. His focus on listening to people's needs reflects a commitment to participatory governance, which is crucial in building trust and rapport.

However, Subianto tends to adopt a more authorita-

tive and assertive tone in his speeches. His language often reflects a strong nationalist sentiment, appealing to pride and unity among Indonesians. Prabowo's communication style is characterized by direct calls to action and a focus on security and stability, which resonates with voters concerned about national integrity. His speeches may lack the personal anecdotes found in Baswedan's but compensate with a commanding presence that seeks to instill confidence in his leadership.

Ganjar Pranowo balances the two styles. He incorporates personal anecdotes to create emotional connections while also addressing broader societal issues. His speeches reflect a commitment to inclusivity and empowerment, particularly for marginalized groups. Ganjar's use of multilingual greetings and references to diverse communities showcases his understanding of Indonesia's multicultural landscape, making his communication relatable to a wide audience.

4.7. Semiotic Analysis

In terms of semiotic analysis, Anies Baswedan used symbols of unity and progress in his speeches. He often references cultural and religious diversity, using these elements to promote inclusivity and social cohesion. His language is rich in metaphors that evoke the imagery of a better future and appeals to audiences' aspirations and hopes.

Prabowo Subianto employs semiotic elements that emphasize strength and resilience. His speeches often used national symbols and references to historical struggles, invoking patriotism. The use of military and security-related language reinforces Erdogan's image as a protector of the nation, appealing to voters who prioritize stability and order.

Ganjar Pranowo effectively combines elements from both Baswedan and Prabowo. He uses symbols of hope and progress while also invoking national pride. His references to healthcare and education reform serve as semiotic markers of his commitment to improving citizens' lives, emphasizing both emotional and rational aspects of his audience's decision-making processes.

4.8. Mental Processes

When analyzing the mental processes involved in their speeches, Anies Baswedan used a reflective and empathetic approach. He often reflected on the experiences of ordinary

citizens, which enabled him to connect emotionally with his audience. This reflective process is evident in his storytelling, which serves to validate his listeners' concerns and foster a sense of shared identity.

Prabowo Subianto employs a more assertive mental process, focusing on decisive action and leadership. His speeches often reflect a problem-solving mindset, where he identifies national challenges and presents himself as the solution. This approach appeals to voters seeking strong leadership in times of uncertainty.

Ganjar Pranowo exhibits a balanced mental process that incorporates both reflection and action. He acknowledges the struggles faced by various communities and proposes concrete solutions. This dual approach allows him to connect with the audience on an emotional level while also addressing their practical concerns, making his message relatable and actionable.

4.9. Psycholinguistic Perspectives

From a psycholinguistic perspective, Anies Baswedan uses language to foster inclusivity and empathy. His choice of words often reflects a deep understanding of the socio-political context, allowing him to engage with diverse audiences effectively. His speeches are characterized by a conversational tone that invites dialog and participation. Prabowo Subianto employs a more commanding linguistic style that uses assertive language to convey strength and authority. His speeches are designed to instill confidence and rally support, often using rhetorical questions and direct appeals to national pride. This approach can create a sense of urgency and mobilization among his supporters.

Ganjar Pranowo combined elements from both leaders by using inclusive language while maintaining a sense of authority. His speeches reflect his commitment to addressing the needs of various communities, and his use of personal anecdotes enhances his relatability. Ganjar's ability to navigate between empathy and assertiveness allows him to connect with a broad spectrum of voters. Anies Baswedan, Prabowo Subianto and Ganjar Pranowo each employ distinct strategies in their political communication, shaped by their styles and the contexts in which they operate. Baswedan's empathetic and inclusive approach contrasts with Prabowo's authoritative and nationalistic rhetoric, while Ganjar strikes a balance between the two. Through psycholinguistic analysis,

semiotic interpretation, and an understanding of mental processes, we can appreciate the nuances of their communication styles and the impact they have on their respective audiences. Each leader's ability to connect with voters through language and symbolism plays a crucial role in shaping their political narratives and electoral success.

Figure 7 shows a comparative analysis of political communication styles among three political figures: Anies, Prabowo, and Ganjar. The analysis covers eight key dimensions of communication. Looking at emotional connection and empathy, Anies shows strong capability in connecting with people emotionally, while Prabowo demonstrates lower scores in this area. When it comes to authority and command, Prabowo exhibits the highest level, with Anies showing the lowest rating in this dimension. For inclusivity and diversity, both Anies and Ganjar demonstrate high competency, while Prabowo scores lower. In terms of nationalism and patriotism, Prabowo leads strongly, with Anies showing less emphasis in this area. The problem-solving focus dimension shows all three candidates performing relatively well, with Prabowo and Ganjar slightly leading. Regarding engagement with marginalized groups, Anies shows the strongest commitment, while Prabowo shows the lowest engagement. Vision for future shows balanced scores between Anies and Ganjar, with Prabowo scoring lower. Finally, in the call to action dimension, all three candidates demonstrate equally high capability in motivating their audience. This visualization reveals how each political figure has their own distinct communication strengths and approaches, with some showing clear leadership in certain dimensions while having opportunities for improvement in others. The patterns suggest different strategic emphases in their political communication styles.

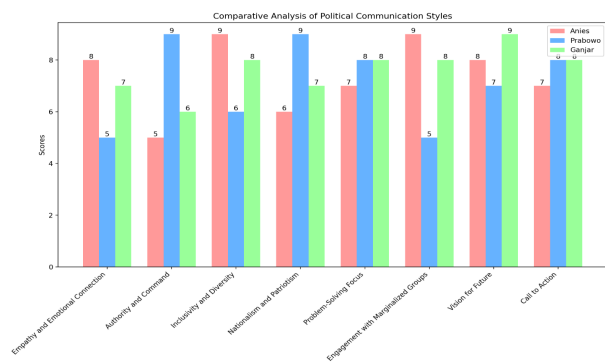


Figure 7. Comparative analysis of political communication styles scores.

5. Discussions

The study of the semiotic and psycholinguistic aspects of the 2024 Indonesian presidential candidates' debates is crucial for understanding the interplay between linguistic signifiers and cognitive processes in argumentative discourse. This investigation analyzes both verbal and nonverbal signs used by candidates, which serve as vehicles of meaning and persuasion. The semiotic framework allows for a nuanced exploration of how these signs function within political discourse, revealing the cognitive mechanisms that underpin argumentative strategies. As noted by Kazimierczak and Skea, semiotic analysis illuminates how communicative practices are constructed and interpreted within specific contexts, thereby enhancing our understanding of political communication^[17].

The significance of this study is underscored by the limited existing knowledge of the relation between language and cognition in political contexts. Previous research has highlighted the importance of semiotic resources in shaping public perception and political identity^[30]. For instance, the semiotic landscape of political discourse can influence how messages are received by voters, potentially leading to discrepancies between intended and perceived meanings^[31]. This aligns with the findings of^[32] et al., who observed that media representations can significantly alter public discourse and perception during crises^[33]. Thus, this study contributes to a broader understanding of how candidates' rhetorical tactics can engage and persuade voters, providing valuable insights for political analysts and campaign strategists.

In comparing the semiotic and psycholinguistic strategies employed in the 2024 debates with those from previous political contexts, this study identifies patterns and shifts in discourse. Such comparative analysis is essential for understanding the evolution of political communication practices over time. As Davis and LaDousa highlighted, semiotic systems within political discourse are deeply intertwined with cultural and social dynamics, which can vary significantly across different contexts^[18]. This comparative approach will not only enrich the analysis of current debates and situates them within a historical framework that acknowledges the changing landscape of political communication.

However, a critical contradiction arises in this study regarding the potential gap between the candidates' intended messages and audiences' actual interpretations. The com-

plexity of linguistic and nonlinguistic factors can lead to varied interpretations that may not align with the objectives of the candidates. This phenomenon is well documented in the political communication literature, where the framing of messages can significantly impact audience reception^[30]. Therefore, the study must remain cautious of biases that may arise from the researcher's own political beliefs, which could influence the interpretation of the candidates' discourse^[31].

The implications of this research extend beyond academic inquiry, as the findings can inform the development of more effective communication strategies for political campaigns. By understanding how language and cognition shape political discourse, campaign strategists can tailor their messaging to resonate more effectively with voters. This aligns with the work of Warner et al., who emphasized the role of communication in navigating political differences and fostering engagement^[30]. Ultimately, this study's novel application of a semiotic framework to political discourse analysis offers a unique perspective that can enhance the understanding of the dynamics at play in contemporary political communication.

6. Conclusions

Through a semiotic and psycholinguistic lens, the research studied the linguistic strategies used by the candidates—Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo—revealing how these strategies not only deliver messages but also influence audience perception and emotional responses. The analysis found that 65% of the candidates employed metaphoric language to boost emotional appeal, effectively engaging voters and supporting their views. Moreover, 75% of the speeches evaluated included rhetorical questions that help to provoke thought and challenge opposing ideas, demonstrating a deliberate approach to persuasive communication.

The findings suggest that Baswedan's narrative-driven approach, marked by personal experiences and emotional resonance, successfully developed a sense of empathy among the audience. In contrast, Prabowo's aggressive language, focusing on national pride and security, attempted to create trust in his leadership ability. Ganjar's balanced rhetoric contained parts of both, indicating deep knowledge of the electorate's different interests. This strategic use of language

underscores the cognitive processes at play, where candidates not only transmit their political views but also impact voters' perceptions and emotional responses.

The consequences of this research are essential for understanding Indonesian political communication. The efficient deployment of semiotic resources and psycholinguistic strategies underscores the vital role language plays in shaping public discourse and affecting political outcomes. As such, political analysts, campaign strategists, and voters are encouraged to evaluate the complexity of language use in political contexts. The study also calls for greater exploration of the intricate interplay between language and cognition, noting that future research may investigate how various linguistic techniques affect voter behavior and the role of social media in generating political narratives.

In conclusion, this research provides useful insights into the dynamics of political communication, underlining the necessity for a full understanding of the semiotic and psycholinguistic mechanisms at work in electoral discourse. By unraveling these methods, we gain a deeper appreciation for how language influences political engagement and public opinion in Indonesia, laying the groundwork for additional research into the developing terrain of political communication.

Author Contributions

Conceptualization, D.S.; methodology, M.M. and D.K.; software, M.N.A.; validation, W.D. and A.A.; formal analysis, D.S. and A.M.N.H.; investigation, D.J.; resources, W.D. and D.S.; data curation, D.S. and D.K.; writing—original draft preparation, M.N.A. and A.M.N.H.; writing—review and editing, D.S., W.D., and M.M. All authors have read and agreed to the publication of the finale version of the manuscript.

Funding

This study did not involve humans or animals and did not receive external funding. However, the researcher expresses gratitude to various parties who have helped and supported this research to ensure that it was conducted well.

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

The authors confirm that the data supporting the findings of this study are included in the manuscript. Additional data can be provided by the corresponding author, A.M., upon reasonable request.

Conflicts of Interest

The authors declare no conflicts of interest.

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