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A Critical Discourse Analysis on English Digital Posters of Pre-Presidential Candidates in Indonesia

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ABSTRACT

This study explores the linguistic strategies employed by Indonesia's pre-presidential candidates in their Instagram digital posters to convey political messages and influence public perception. It also examines the realization processes through which these strategies are visually and textually manifested to persuade the electorate. By analyzing the digital campaign posters of three pre-presidential candidates for the 2024 Indonesian Presidential Election, the study reveals that each candidate adopts distinct linguistic approaches and realization techniques to shape their political image. The visual aesthetics and high-resolution formats offered by Instagram often result in voters being persuaded more by the design and appearance of the posters than by the substance of the political messages. Adopting a qualitative approach, the study collects and analyzes data through multimodal discourse analysis. The findings reveal persuasive strategies at three key levels: semantic, syntactic, and stylistic. Semantic strategies include the use of selective diction, connotative language, and concealment of controversial elements; syntactic strategies involve transitivity choices and the grammatical positioning of agency and actions; while stylistic strategies reflect the chosen genre and communicative tone of the posters. This study contributes to a deeper understanding of how political messages are crafted and delivered in the digital age, particularly on visual-centric platforms like Instagram. It offers practical insights for voters to critically evaluate political content, decode ideological messages, and make informed decisions based not only on appearances but on deeper linguistic and rhetorical cues. Ultimately, it encourages media literacy and critical engagement in the context of Indonesia's evolving political communication landscape.

Keywords: Critical Discourse Analysis; Presidential Candidate; Instagram; Digital Posters; Election

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1. Introduction

Indonesia's Presidential Election was held on February 14, 2024, some pre-presidential candidates started early political campaigns to present themselves as idealized figures and make their self-images recognizable. Political advertising on Instagram has grown in popularity across the globe. Its high-resolution display makes politics look interesting and light ^[1], encourages people to feel more personally connected to political content ^[2], and captivates novice voters, as the most participative voters, to engage in the election ^[3]. Realizing such massive impact of Instagram, Indonesia's pre-presidential candidates started using it to affect the decision-making process of Instagram users in the long run. Since 48.4% of Indonesians are active Instagram users ^[4], they become potential targets of pre-presidential candidates' political propaganda. Posting digital posters on Instagram can be one of the effective political propaganda strategies for pre-presidential candidates and their supporting political parties to gain more votes in Indonesia's 2024 Presidential Election. Their cost-effectiveness, high visibility, and lasting impression ^[5,6] have made digital posters preferable to reach and influence larger groups of electorates with less physical effort. The Indonesian Democratic Party of Struggle (Partai Demokrasi Indonesia Perjuangan: PDI-P), the Party of Functional Groups (Partai Golongan Karya: GOLKAR), the National Awakening Party (Partai Kebangkitan Bangsa: PKB), and the National Democratic Party (Partai Nasional Demokrat: NASDEM), for example, initiated covert and overt political propaganda by posting their endorsed pre-presidential candidates to empower them as ideal future leaders for Indonesians. Digital posters are defined as visual aids displayed on a screen instead of being printed and shared over social Networks ^[5,6]. Unlike traditional posters, digital posters facilitate their viewers with zooms and transitions which help them bring attention to a specific section and minimize cognitive overload ^[7,8]. A theory stating that political posters presented in print are more likely to be remembered than online because of their tangibility and appearance effect ^[9,10] is still debated. Sometimes, progressive and dynamic appearance, impressive presentation, and viral and appealing slogans are impactful and memorable for the Electorates ^[11]. To bridge such a theoretical gap,

digital posters posted on Instagram are selected and investigated in this study. They must have an aesthetic visual presentation and fascinating linguistic presentation to mobilize decided and undecided voters. In a political setting, digital posters are used by both pre-presidential candidates and their supporting political parties to fulfill organizational and persuasive functions ^[6,12]. For an organizational function, digital posters are used to create a shared identity for partisans and supporters across borders and elevate pre-presidential candidates' electability. For a persuasive function, they are used to reach and persuade mass electorates. As the electorates are frequently played around by pre-presidential candidates' persuasive political messages, their messages need to be studied in more depth. Then, pre-presidential candidates' linguistic presentations are critically analyzed by using the Critical Discourse Analysis (CDA) approach.

1.1. Problems of the Study

Concerning the introduction, the problems of the study can be formulated as; (1) what linguistic strategies are employed by pre-presidential candidates on their digital posters to communicate their political messages and persuade the electorates on Instagram? and how are the linguistic strategies realized to communicate pre-presidential candidates' messages and persuade the electorates on Instagram?

1.2. Objectives of the Study

This study aims to elucidate linguistic strategies employed by pre-presidential candidates on their digital posters and elaborate their realization processes based on semantic, syntactic and stylistic in communicating their political messages and persuading the electorates on Instagram.

1.3. Significance of the Study

This study has theoretical and practical significance. Theoretically, this study provides the electorates with valuable information and understanding of how meaning is communicated by pre-presidential candidates on their digital posters through their linguistic features. In addition,

a more thorough and systematic analysis of such features gives a clear description of how buried ideas, values, and identities can be revealed. Thus, the political and ideological messages hidden behind pre-presidential candidates' semiotic selections can be clearly understood by the electorates.

For other researchers, not only in the area of linguistics but also semiotics or even politics, this study can be a reference in terms of how to unmask the self-values of pre-presidential candidates when disseminating political messages to mobilize the electorates because this study supplements new insights and horizons.

Practically, this study is very beneficial for the electorates, political parties, and pre-presidential candidates. For the electorates, this study will raise their critical awareness to evaluate pre-presidential candidates' linguistic presentations. Thus, a careful decision can be made before voting for them. For political parties and pre-presidential candidates, this study can be a reference for making good, meaningful, impactful, and strategic linguistic presentations on digital posters or other linguistic modes. Hence, purposeful and positive political messages can be created.

1.4. Relevant Studies

There are many studies investigating political discourse by using the CDA approach. For example, Allami and Barzegar studied the speeches of two Iranian Presidents by analyzing their semantic and syntactic structures^[13]. Then, Mabela et al.^[14] studied the speech of a South African political leader by analyzing his semantic and stylistic structures. Next, Rohman et al.^[15] investigated the Pakistani Prime Minister's Speech by analyzing his semantic and syntactic structures. Siregar^[16] also examined the semantic and syntactic structures of Joe Biden's elected presidential speech. Then, Erdayani et al.^[17] studied mass media news of Riau Governor candidates by connecting their semantic structures to a social situation. Their studies merely analyze a few microstructures of political discourse with limited investigated elements. However, this study examined all political discourse microstructures (at semantic, syntactic, and stylistic levels) with larger investigated elements (diction and connotation, nominalization and presupposition, representation of transitivity, grammatical positioning of actions, and genre of communication).

Because rhetorical tropes are not found in pre-presidential candidates' political messages, the analysis at the rhetorical level is excluded in this study.

2. Methods

This study employs a descriptive qualitative method. This provides a comprehensive summarization of a specific event experienced by individuals or groups of individuals^[18]. In this study, a specific event refers to the digital poster exposures posted by pre-presidential candidates or their political parties on Instagram. Then, individuals or groups of individuals refer to Instagram users as decided and undecided voters. This research design is selected because it provides a straightforward description of "what phenomena" (digital posters), "who are involved" (pre-presidential candidates or political parties promoting them), and "where those phenomena take place" (on Instagram). Thus, the first problem of the study is solved through this method. However, from a philosophical perspective, the rationale of a descriptive qualitative design is not only to describe the "what", "who", and "where" of a phenomenon, but it also permits more methodological and explanatory inquiry to remain close to the phenomenon^[19]. Therefore, the second problem of the study also can be solved by this method.

2.1. Data

The data of this study are the digital posters of Ganjar Pranowo (GP), Prabowo Subianto (PS), and Anies Baswedan (AB). Indeed, many political posters are shared by these politicians, their political parties, and root supporters via Instagram. However, not all of them are relevant to this study. Only static digital posters communicating persuasive messages and campaigning for openly pre-presidential candidates are selected in this study. Then, only digital posters shared via Instagram from January 1, 2021, to December 31, 2022, become the data of this study. Based on this criteria, there are only three static digital posters of politicians (one represents one politician) that are relevant to this study and were analyzed.

2.2. Source of Data

Instagram of politicians' political parties either at

the regional or central level campaigning their self-image becomes the source of data in this study. The Instagram of political parties is preferred over the Instagram of politicians and their root supporters because it is an official site to promote pre-presidential candidates in Indonesia's 2024 Presidential Election. In addition, a chain of command of political parties makes central and regional members establish similar understanding and accountability when promoting a proposed candidate. In other words, whoever is selected as a pre-presidential candidate at the central level of political parties, s/he must be supported by those at the regional level. So, this lays out political parties' line of authority.

Specifically, the source of data in this study comes from: (1) the Instagram of the Regional Representative Council of the Indonesian Democratic Party of Struggle of Jawa Timur (East Java), DPD Partai Demokrasi Indonesia Perjuangan Jawa Timur (@pdiperjuanganjatim); (2) the Instagram of Central Representative Council of the Great Indonesia Movement Party, DPP Partai Gerakan Indonesia Raya (@gerindra), and (3) the Instagram of Central Representative Council of the National Democratic Party, DPP Partai Nasional Demokrat (@official_nasdem).

The researcher is very confident that there must be a lot of digital posters posted by politicians' political parties on Instagram ahead of Indonesia's 2024 Presidential Election. This assumption is based on the fact that in Indonesia's 2019 Presidential Election, productive and novice voters (64.4%) used Instagram as their reference for political information and participation^[20]. Reflecting on the trend of Indonesia's 2019 Presidential Election, Instagram must be a platform that is considerably used by pre-presidential candidates' political parties of Indonesia as a channel or medium to conduct the pre-political campaign to cover more participative and decided voters and influence undecided voters ahead of Indonesia's 2024 Presidential Election.

2.3. Instrument of Data Collection

Instagram downloader is an instrument used to document the data. This instrument is used to get the best high-quality content from Instagram in seconds and can save the content in the original quality. These advantages are very helpful when analyzing the data. As there is none of the

Instagram downloaders is affiliated with Instagram, this study uses Inflact, a non-affiliated Instagram downloader to download pre-presidential candidates' static digital posters. This downloader is selected because: (1) it can be used by any tool and browser like Chrome, Safari, and Opera, (2) it is simple and easy to use, (3) it has no watermark, and (4) it is fast and secure.

2.4. Analysis of Data Collection

The data in this study were analyzed by using van Dijk's CDA approach. Specifically, van Dijk's microstructure of discourse analysis is employed in this study. Such an analysis includes the analysis at semantic, syntactic, stylistic, and rhetorical levels. At the semantic level, diction and its connotation, and concealment (presupposition and nominalization) are analyzed. At the syntactic level, the representation of transitivity and grammatical positioning of actions are analyzed. Then, at the stylistic level, the interaction style (the genre of communication) in expressing the message is analyzed. Rhetorical analysis in this study is excluded because persuasive style in the form of rhetorical tropes is not found in any researched digital posters.

3. Findings

After the data (see **Appendix A Figure A1**) have been analyzed, it is found that GP, PS, and AB employ different linguistic strategies on their digital posters to communicate their political messages and persuade the electorates on Instagram.

Their linguistic strategies can be presented in the **Table 1**.

The table shows that GP uses pedantic and imagery dictions with positive connotations, PS uses abstract diction with positive-negative connotations, and AB uses formal diction with positive connotations. Then, to imply ideological sense, GP, PS, and AB use concealment as their linguistic strategies. GP and PS employ presupposition as their concealment strategies. Meanwhile, AB uses both nominalization and presupposition as his concealment strategy. Specifically, GP employs lexical, structural, and writer-based presuppositions. PS employs lexical and existential presuppositions. In addition, AB employs writer-based and existential presuppositions.

Table 1. Linguistic strategies employed by GP, PS, and AB.

No.	Aspects	GP	PS	AB
1.	Diction & Connotation	Pedantic, Imagery, positive	Abstract, Positive- Negative	Formal, Positive
2.	Concealment	Presupposition (Lexical, Structural, Writer-based)	Presupposition (Lexical & Existential)	Nominalization, Presupposition (Writer- based & Existential)
3.	Representation of Transitivity	Suppression, Happening Material Process (Implicit Actor & Explicit Process) & Doing Material Process (Slogan 2; Implicit Actor, Implicit Process, & exclamation mark, Slogan 3; Explicit Actor, Explicit Process and Interjection)	Individualization, Circumstantial Attributive Relational Process & Decoding Intensive Identifying Relational Process	Individualization, Decoding Intensive Identifying Relational Process
4.	Grammatical Positioning of Actions	Subordinate (Prepositional Phrase- Main clause)	Superordinate (Main Clause-Prepositional Phrase)	-
5.	Genre of Communication	Persuasive (Claim) and descriptive (Literal Imagery)	Persuasive (Claim)	Persuasive (Repetition)

To represent their social actions, GP employs; Suppression, Happening Material Process with implicit Actor and explicit Process, Doing Material Process with both implicit and explicit Actor and implicit and explicit Process, and places the main clause in a Subordinate position, and PS employs; Individualization, Circumstantial Attributive Relational Process, and Decoding Intensive Identifying Relational Process, and places the main clause in Superordinate position. Like PS, AB also employs Individualization and Decoding Intensive Identifying Relational Process. Since AB's slogan containing a prepositional phrase is not in the form of a clause, the position of the main clause is absent. Yet, the preposi-

tional phrase is placed in a Subordinate position.

To persuade the electorates, GP employs a persuasive writing style in the form of a claim and a descriptive writing style in the form of literal imagery as his genre of communication. Then, PS employs a persuasive writing style in the form of a claim as his genre of communication. Finally, AB employs a persuasive writing style in the form of repetition as his genre of communication.

Then, it is also found that GP, PS, and MI employ different realization processes of their linguistic strategies. The realization processes of their linguistic strategies can be displayed in the **Table 2**.

Table 2. Realization of GP's, PS's, and AB's linguistic strategies.

No.	Pre-Presidential Candidates	Strategy	Realization
1.	GP	Pedantic diction with positive connotations	Overlexicalization
		Imagery diction with positive connotation	Historical jargon
		Lexical presupposition	Circumstance-Material Process-Range combination
		Structural presupposition	Circumstance as head message
		Writer-based presupposition	Ethnic jargon
		Suppression	Obscurement and implicitness of Actor
		Happening Material Process	Elaborating Transformative Process; implicit Actor and explicit Process
		Doing Material Process	Implicit Actor, implicit Process and exclamation mark; explicit Actor, explicit Process and Interjection
		Subordinate	Prepositional phrase-main clause order
		Persuasive	Claim
		Descriptive	Visualization of character, event, and place

No.	Pre-Presidential Candidates	Strategy	Realization
2.	PS	Abstract diction with positive- negative connotations	Non-imaginative object
		Lexical presupposition	Abstract Noun as head message; religious and emotional referent; Value-Token combination
		Existential presupposition	Implicit existential Process
		Individualization	Naming the Participant (Carrier and Token)
		Attributive Relational Process	Circumstantial Attributive Relational Process
		Identifying Relational Process	Decoding Intensive Identifying Relational Process
		Superordinate	Main clause-prepositional phrase order
		Persuasive	Claim
3.	AB	Formal diction with positive connotation	Grammatical-based structure words
		Nominalization	The removal of Participant and Process
		Writer-based presupposition	Evaluative Noun
		Existential presupposition	General-specific information (Value-Token relationship)
		Individualization	Naming the Participant (Token)
		Identifying Relational Process	Decoding Intensive Identifying Relational Process with general-specific structure of Value-Token
		Persuasive	Repetition

The table presents that GP's pedantic diction is realized by overlexicalization. His overlexicalization has a positive connotation. Then, GP's imagery diction is realized by historical jargon. This historical jargon also connotes positively for the electorates. As the strategies of concealment, GP's lexical, structural, and writer-based, presuppositions are realized by Circumstance-Material Process-Range combination, Circumstance as head message, and ethnic jargon. In addition, GP's suppression is realized by Actor obscurement and implicitness. His Happening Material Process is realized by Elaborating Transformative Process. Then, his Doing Material Process is employed in slogans 2 and 3. In the second slogan, GP's Doing Material Process is realized by implicit Actor and the presence of an exclamation mark. In the third slogan, his Doing Material Process is realized by explicit Actor and the presence of Interjection. Moreover, the Suppression of GP's slogan is realized by prepositional phrase- main clause order. GP's persuasive genre of communication is realized by Claim. Finally, his descriptive genre of communication is realized by visualization of character, event, and place.

PS' abstract diction is realized by a non-imaginative object. Such a realization connotes positively and negatively for the electorates. His lexical presupposition is realized by an abstract Noun as head message, religious and emotional referent, and Value-Token combination. His

existential presupposition is realized by implicit Existential Process.

Individualization in PS' slogan is realized by naming the Carrier and Token. The Attributive Relational Process in his slogan is realized by the Circumstantial Attributive Relational Process. Moreover, Identifying Relational Process in PS' slogan is realized by Decoding Intensive Identifying Relational Process. Superordinate in PS' slogan is realized by the main clause-prepositional phrase. Finally, his persuasive genre of communication is realized by claim.

At last, AB's formal diction is realized by a grammatical-based structure of words. His strategy of concealment, nominalization, is realized by the removal of the Participant and the Process. His other strategies of concealment, writer-based and existential presuppositions, are realized by evaluative Noun and general-specific information (Value-Token relationship). Then, Individualization in AB's slogan is realized by Naming the Participant. Identifying Relational Process is realized by Decoding Intensive Identifying Process with a general-specific structure of Value-Token. Finally, AB's persuasive genre of communication is realized by repetition.

4. Discussion

In terms of diction and connotation, GP employs

pedantic and imagery dictions with positive connotations. His pedantic diction is realized by overlexicalization. This overlexicalization occurs because quasi-synonymous terms “win” combined with “*spectacular*” and “*hatrick*” are used together. Although they are placed in different lines, those terms signify similar things; they signify great success started with hard and exhausting work and ended with an emotional celebration and social recognition after accomplishing that work. GP’s overlexicalization impresses his powerlessness, signifies overconfidence and overoptimism about the result of the upcoming Presidential Election, and over-persuades the electorates about his optimism, persistence, and commitment to win Indonesia’s 2024 Presidential Election. Even though the terms “win”, “*spectacular*”, and “*hatrick*” have positive connotations, the impression of overemphasis and over-persuasion may provoke electorates’ negative feelings such as forceful, mistrust, and destructive. Then, GP’s imagery diction is realized by a historical jargon “Alley Oops, a Flock Of Herons Lines Up”. Since this jargon was echoed by President *Soekarno*, the first president of Indonesia, in the war for independence from colonialists to evoke warriors’ spirits, GP expects that the electorates release similar spirits to heroically fight for his victory in the upcoming Presidential Election. The positive connotation of this historical jargon persuades the electorates to be more unified to make GP win Indonesia’s 2024 Presidential Election. Unlike GP, PS employs abstract diction with a positive-negative connotation. This abstract diction is realized by a non-imaginative object. The word “sincerity” can only be felt and experienced. Thus, it is an emotional state. This word has positive and negative connotations. PS’ track record has led to both connotations. Deciding to assist his rival (President Joko Widodo) by being a Minister of Defense provokes a positive connotation. It connotes PS’ pure intention to dedicate his service to God and Indonesians despite the refusal of his root supporters. Then, negatively, it connotes resignation to accept the unlucky fate of being defeated in two previous Presidential Elections (in 2014 and 2019). Thus, helplessness is implied in the word “sincerity”. PS’ diction connotes positivity to him and his loyalists. However, it connotes negativity for his haters. Fortunately, this word is impactful in provoking the electorates’ emotional state, gaining their empathy, impressing the clean emotional state

of PS, and showing acceptance after being defeated two times in previous Presidential Elections. Different from GP and PS, AB employs formal diction with a positive connotation. His formal diction is realized by grammatical-based structure words. This is done to sound more formal. The word “change” connotes movement to an idealized condition through a well-planned strategy to achieve set goals. At least, shifting, replacing, or modifying the initial state is done by AB to realize this movement. The selection of the word “change” as the keyword of AB’s political message is very strategic since it can manipulate electorates’ mindsets. This word gives the impression that AB is the official who has the power to make change. Therefore, AB’s formal diction is effective in persuading the electorates that the current government has poor performance and he is powerful and qualified to alter, modify, vary, or replace it with a better or idealized one. In other words, the term “change” is projected as positive self-representation and negative other-representation.

In terms of concealment, GP and PS employ presupposition. Meanwhile, AB employs both, presupposition and nominalization. GP, PS, and AB employ different types of presupposition with different realization processes. GP employs lexical, structural, and writer-based presuppositions, PS employs lexical and existential presuppositions, and AB employs writer-based and existential presuppositions. GP’s lexical presupposition is realized by the combination of the Circumstance, Material Process, and Range. The Circumstance “*spectacular*” modifying Material Process “win” clarifies the unstated concept of Range “*hatrick*”. Such a combination is employed to conceal his overconfidence and overoptimism in facing Indonesia’s 2024 Presidential Election. Then, GP’s structural presupposition is realized by placing the Circumstance “2024” as the head message. This is done by GP to emphasize 2024 as a historical and memorable year for him to repeat the success of two previous Presidential Elections achieved by his senior in his political party, President Joko Widodo. Again, GP conceals his overconfidence and over-optimism through the employment of this structural presupposition. Next, GP’s writer-based presupposition is realized by the selection of ethnic jargon (Javanese). It is presupposed that the electorates have a similar understanding of the meaning contained in the slogan. GP assumes that the elector-

ates at least, have read/ heard this ethnic jargon once in his/her life because it is frequently stated by President Soekarno, the first president of Indonesia. The selection of ethnic jargon conceals GP's ideology which is Java-centric and *Marhaenism* (the name for *Soekarno's* devotees). Different from GP, PS employs lexical and existential presuppositions. His lexical presupposition is realized by an abstract noun as head message, Value-Token combination, and religious and emotional referent. The placement of the abstract noun "sincerity" as the head message can provoke electorates' empathy. This abstract noun functions as the Value in the representation of transitivity. Combined with the individualized Token "*Prabowo*", PS' political message is powerful enough to convince the electorates that there are still sincere people in the world and PS is one of them. The Value-Token combination lexical presupposes that only PS is sincere in complicated situations (being defeated two times in Indonesia's 2014 and 2019 Presidential Elections and assisting his rival by serving as a minister in his rival's cabinet). At the same time, this combination also reveals the transparency of his soul to block his subjective feelings (being shameful because he lost twice in a row in two previous Presidential Elections) by taking part in what he believes, whether it is right or wrong for others. Then, GP's lexical presupposition is also realized by creating a more religious and emotional referent for the electorates to conceal the claim of a true statesman and the shame if he loses the upcoming Presidential Election for the third time. Another concealment strategy of PS is shown by existential presupposition found in the slogan "*Prabowo [is] for Indonesia*". This existential presupposition is realized by the use of the implicit Existential Process ([is]) to declare that PS exists and his existence is intended for Indonesia. Such existential presupposition can dispel the notion that PS is power-hungry due to his third candidacy in Indonesia's 2024 Presidential Election. Different from other pre-presidential candidates, AB employs both presupposition and nominalization as his linguistic strategy for concealment. AB selects writer-based and existential presuppositions. His writer-based presupposition is realized by selecting the evaluative noun "change". This is done to conceal his accusation of the current government's failure. He covertly accused the current government of having poor performance (in terms of cause), very slow progress (in terms

of time), and a bad final state (in terms of motion). The selection of this evaluative noun will provoke electorates' critical thinking in reviewing what has not changed yet by the current government. Then, AB's existential presupposition in the slogan "The Figure Who Makes Change For People Is *Anies Baswedan*" conceals AB's confidence and optimism. This existential presupposition is realized by general-specific information (Value-Token relationship). This existential presupposition implies that a change-maker exists and it refers to AB. Besides presupposition, AB employs nominalization in the slogan "Change for Indonesia". His nominalization is realized by the removal of the Participant and the Process. The absence of the Participant conceals the responsibility of AB. Then, the absence of the Process conceals his commitment to realize the proposition since no micro-actions are mentioned.

In terms of the representation of transitivity, GP employs Suppression, Happening Material Process, and Doing Material Process. Suppression is realized by obscurement and implicitness of the Actor. GP, as the Actor, is obscured in first the slogan "[in] 2024 [GP] wins spectacularly". Then, in the second slogan "[you] [make] hattrick!", the Actor "you" is implicit. Here, the Actor refers to his root supporters. The obscurement and implicitness of the Actor highlight GP's priority. In the first slogan, GP highlights the Process "win" while in the second slogan, he focuses on the Range "hattrick" as the command for his root supporters. In addition, GP's Happening Material Process is realized by Elaborating Transformative Process with implicit Actor and explicit Process. Although the presence of GP is obscured in the first slogan, he emphasizes that he has an operational quality to make the Process "win" happen. Next, GP's Doing Material Process is realized by implicit Actor, implicit Process, and exclamation mark. This combination highlights that GP focuses on the extension of the Process "hattrick" as Range and he instructs the supporters to obey the instruction (to make GP win the Presidential Election). Unlike GP, PS employs Individualization, Attributive Relational Process, and Identifying Relational Process. PS' Individualization is realized by mentioning himself in the Carrier and Token. This Individualization can create a close proximity with the electorates. When the electorates read the slogans "*Prabowo [is] for Indonesia*" and "*Ikhlas itu Prabowo*"

[sincerity is Prabowo], they directly remember the slogan and its referent. PS' Attributive Relational Process is realized by Circumstantial Attributive Relational Process. The Circumstance/ Attribute "...for *Indonesia*" is attached to PS as Carrier. It means that the Carrier and Attribute have similar ranks of importance since they complement each other. Next, PS' Identifying Relational Process is realized by Decoding Intensive Identifying Relational Process. This realization is done to identify two entities; "sincerity" and Prabowo, and to show priority. The Value "sincerity" is put in higher content rather than the Token "Prabowo". This realization is very strategic in showing the quality of PS. Similar to PS, AB also employs Individualization and Identifying Relational Process. AB mentions his name in the slogan "The Figure Who Makes Change For People Is *Anies Baswedan*" to emphasize himself as the ideal figure. Then, AB's Identifying Relational Process is also realized by Decoding Intensive Identifying Relational Process. This realization organizes Value and Token in a general-specific structure. Such an arrangement eases the electorates to decode his political messages.

In terms of grammatical positioning of actions, GP employs Subordinate while PS employs Superordinate. AB's grammatical positioning of action cannot be analyzed because his slogan has no prepositional phrase/ clause. GP's subordinate is realized by placing a prepositional phrase-main clause order. The Process "win" is backgrounded while the Circumstance "2024" is foregrounded. This realization implies that GP focuses on the context rather than the role of the Actor to accomplish the Process. Meanwhile, PS does the opposite thing. He foregrounds the main clause and backgrounds prepositional phrase. He places the main clause "*Prabowo [is]...*" at the beginning of the sentence. This is done to highlight his personal role as the Carrier. The grammatical positioning of actions on AB's digital poster cannot be analyzed because none of his slogans has a prepositional phrase/ clause.

Finally, in terms of the genre of communication, all pre-presidential candidates employ persuasive strategies. Only GP supplements another genre of communication, namely descriptive strategy. GP and PS realize their persuasiveness by claims while AB realizes it by repetition. GP claims that in 2024 he will win Indonesia's Presidential Election spectacularly. Then, he also claims that a hat trick

will be made. GP's claim is precise but very meaningful in encouraging the electorates to agree with his proposition realized in his claims. Then, GP's descriptive strategy is realized by the visualization of character, event, and place. GP instructs his supporter to imitate the behavior of "a Flock of Herons" when flying. Indirectly, he instructs his supporters to unify to win GP in the upcoming Presidential Election. PS, in addition also claims that he is a sincere figure. Since his claim is abstract, he helps the electorates by presenting images as visual representations of the claim. So, the electorates have the background knowledge to create a mental image of the "sincere *Prabowo*". PS highlights his personal values in his claim. Unlike GP and PS who realize their persuasive strategies through claims, AB realizes his persuasive strategy through repetition. The word "change" appears twice on his digital posters. This repetition highlights the core of his political message.

5. Conclusions

This study aims to elucidate linguistic strategies employed by pre-presidential candidates on their digital posters and elaborate their realization processes in communicating their political messages and persuading the electorates on Instagram. Of the five aspects analyzed and presented in the findings, GP, PS, and AB have similarities and differences in some aspects of their linguistic strategies. However, they are differently realized on their digital posters. This study focused on discourse analysis of the digital poster, therefore, a wider and deeper study on other linguistics parts are suggested to be conducted such as on Sociolinguistics and Cross-cultural communications.

Author Contributions

Conceptualization, R.M. and A.S.; methodology, R.M. & S.M.M.; software, A.S.; validation, R.M., A.S., R.H. S.M.M.; formal analysis, R.M. and S.M.M.; investigation, R.M.; resources, R.M.; data curation, R.M.; writing—original draft preparation, R.M.; writing—review and editing, A.S., R.H. and S.M.M.; visualization, R.M.; supervision, A.S. S.M.M. and R.H.; project administration, R.M.; funding acquisition, A.S. and R.H. All authors have read and agreed to the published version of the manuscript.

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Conflicts of Interest

The authors declare no conflict of interest.

Appendix A



Figure A1. President Candidates Poster.

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