

**SEMIOTIC ANALYSIS OF THE MEANING IN 2024
INDONESIAN PRESIDENTIAL ELECTION POSTERS**

A PAPER

Submitted as Partial Fulfillment of the Requirements
for getting *Sarjana Pendidikan* Degree






By:

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**ENGLISH EDUCATION STUDY PROGRAM
FACULTY OF TEACHERS TRAINING AND EDUCATION
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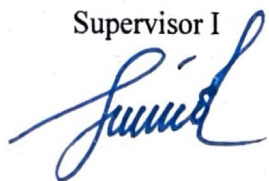
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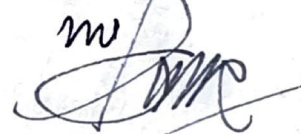
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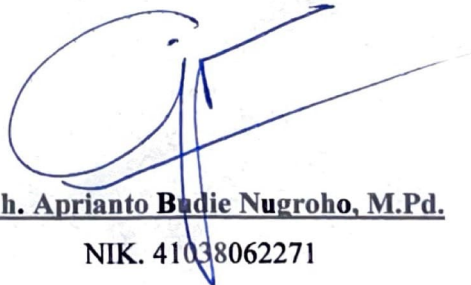


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STATEMENT OF ORIGINALITY

The writer states that this paper entitled “**SEMIOTIC ANALYSIS OF THE MEANING IN 2024 INDONESIAN PRESIDENTIAL ELECTION POSTERS**” is my own writing with some quotation from some sources by using the accepted scientific method.

The writer makes this statement according to the truth. The writer does not conduct any activities that are categorized as plagiarism. The writer will be responsible for any risk that will happen in the future if it is proven to offend the ethnicity of scientific writing.

Kuningan, Sept 2024



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ABSTRACT

SEMIOTIC ANALYSIS OF THE MEANING IN 2024 INDONESIAN PRESIDENTIAL ELECTION POSTERS

(Qualitative Research)

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Abstract: This research aims to find out the Semiotic Meaning of Posters in the 2024 Presidential Campaign Billboards. Where to focus on how to semiotics the photo in the billboard image using the method qualitative descriptive and using the concept of Roland Barthes. The participants were the Presidential and Vice Presidential Candidates the 2024 with 3 campaign posters being examined. The Anies-Muhaimin depicts them as confident religious leaders who promise national unity and prosperity. The Prabowo-Gibran balances experience and the younger generation, showing stability and innovation. The Ganjar-Mahfud campaign emphasized rapid progress and strength. These findings show that campaign billboards in Indonesia use cultural symbols, colors and strategic messages to align with voters' values. This study highlights the need for voter education to encourage critical analysis of campaign materials and suggests future research regarding digital campaigns and the psychological impact of campaign imagery.

Keywords: *Semiotic Analysis, Posters, Presidential Election*

PREFACE

Praise is to Allah SWT, The God Almighty and The Most Merciful who has granted His blessing for each human being. May Allah bless the prophet, Muhammad SAW as the last of messenger, his households, his companions, and those who follow him until the day of judgment. The researcher really wants to thank God for giving her strength and health that because of Allah's blessings the researcher could finish her paper.

This paper is written as a part of requirements for completing the *Sarjana Pendidikan* Degree in English Department, Faculty of Teacher Training and Education, University of Kuningan. This paper entitled, “**SEMIOTIC ANALYSIS OF THE MEANING IN 2024 INDONESIAN PRESIDENTIAL ELECTION POSTERS**”. this paper aims to analyze the semiotic elements in campaign posters and how they convey political messages to influence voter perception.

This paper hopefully can give contributions for all readers and become inspire for other researchers who will undertake further research in a related field. The researcher realizes this paper is still far from being perfect. Therefore, critical comments and suggestions from those who are deeply concerned with such topic are welcomed.

Kuningan, Sept 2024



Sandra Maharani

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In the name of Allah, the Beneficent and Merciful

Praised be to Allah, Lord of the world, who has given the mercy and blessing to the researcher in finishing this research “skripsi”. Peace and salutation be upon to the prophet Muhammad SAW, his family, his companion, and his adherence. This research “skripsi” presented to the English Education Department, Faculty of Teacher Training and Education Kuningan University as partial fulfillment of the requirements for the degree of S.Pd. in English Education.

The researcher would like to address her great honor and attitude to her advisor, Dr. Erwin Oktoma, M.Pd and Wulan Rahmatunisa, M.Pd who have sacrificed their energy and valuable time for the researcher to give consultation with full of help, care guidance, and valuable advices during the researcher developing this research “skripsi”. The researcher’s sincere gratitude goes to:

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