

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

After explaining, finding, and discussing the research, the researcher wants to conclude each material in the research based on all the chapters that have been presented previously.

#### **5.1 Conclusion**

The 2024 Indonesian Election Campaign Billboards are one way to inform the public about the candidacy for President. Essentially, billboards are an effective tool to introduce legislative candidates to the public, as their large size and strategic placement in various locations make them visible to many people. The billboards contain various images, symbols, and colors, each with its own meaning. Using Roland Barthes' semiotics, there is a relationship between the signifier and the signified in these billboards. They convey meanings related to personality, principles, sympathy, and specific goals. These meanings are elaborated and explained in the connotative, denotative, and myth tables, which provide a diverse picture of the meanings. From the above discussion, it can be concluded that the 2024 Indonesian Election Campaign Billboards hold distinct meanings for the three presidential and vice-presidential candidates. In analyzing the campaign billboards for the 2024 presidential election candidates Anies-Muhaimin, Prabowo-Gibran, and Ganjar-Mahfud, several compelling insights emerge.

The Anies-Muhaimin billboard projects a vision of change and prosperity, with imagery and text emphasizing their commitment to alleviating poverty and creating new job opportunities. The confident smiles and Islamic symbols convey a blend of modern leadership and religious values and with the color green is often associated with Islam, underscoring a promise of national unity and well-being. In contrast, the Prabowo-Gibran billboard balances experience and youthful energy.

The light blue attire suggests calmness and approachability, while the red accents highlight passion and courage. This combination conveys a message of stable yet innovative leadership. Meanwhile, the Ganjar-Mahfud billboard focuses on progress and rapid development, with the dominant red background symbolizing courage and strength. Their formal black suits enhance the impression of serious, committed leadership, aimed at swift and decisive national advancement. Then for legislative candidates, several interesting insights also emerged.

Basically, the meaning of Semiotic Analysis on the 2024 Presidential Candidate campaign billboard posters is that semiotics shows the use of signs and symbols which are part of the coding system used to convey information. Roland Barthes said that language is a sign system that reflects the representation of a particular society at a particular time. In short, this billboard uses a mix of visual and textual elements to communicate the candidates' leadership style, values and vision for Indonesia's future. Each billboard strategically reinforces the myth of ideal leadership, aligning with narratives of change, stability, and progress. Through these elements, the candidates offer hope, innovation and rapid development for a better Indonesia.

## **5.2 Suggestion**

### **1. For Academics:**

Semiotics views a text as something very open, allowing for a wide range of interpretations. Thus, the author's interpretation of the texts on the political candidates' billboards is just one possible meaning among countless other interpretations. The author's interpretation is not the only valid truth. It is hoped that other research will be conducted on the same theme of "Semiotic Analysis of the Meaning in 2024 Indonesian Presidential Election Posters," which will yield different interpretations. The multitude of interpretations will further enrich and broaden our perspectives.

The author hopes that the public will develop a critical and selective attitude when faced with the various political campaign media that cannot be avoided in

today's society. This will help prevent various forms of misperception and misunderstanding. Critically analyzing media and understanding the messages in the formation of meaning is very important because the audience must become aware that:

- a. Media messages are constructions (created with certain ideologies and interests).
- b. Media messages are crafted with a creative language that has its own rules and carries its own interests.
- c. Each person derives different impressions/meanings from the same message in different ways.