

IDEA AND PERSONA REPRESENTATION OF THE 2024 INDONESIA PRESIDENTIAL CANDIDATES: A SYSTEMIC FUNCTIONAL LINGUISTICS CASE STUDY

Aghnia Salsabila
Universitas Indonesia

Corresponding Author: Aghnia Salsabila E-mail: aghnsalsa@gmail.com

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ABSTRACT

To achieve an ideal democratic process, voters need to have sufficient information about every candidate before making a well-informed decision. To understand the candidates' values, one can look at their particular language choice which is realized in their idea representations from text elements (vision and mission statement) and persona representations from visual elements (campaign posters). Combining two theoretical frameworks, Systemic Functional Linguistics and The Grammar of Visual Design, this research aims to explain how presidential and vice presidential represent their ideas and personas through vision and mission and campaign posters in the 2024 Indonesia Presidential Election. Finding shows SFL and Visual Design Grammar can explain how politicians reflect their thought and ideas into set of material and mental clauses while supporting the clauses with respective posters, as shown by Candidate 1 and Candidate who enhance their ideas with a coherence visual elaboration, meanwhile Candidate 3 do not show idea and persona congruity in their texts and image representations.

1. INTRODUCTION

As a democratic country, Indonesia holds out a general election to appoint representatives for the legislative and executive functions. Before the time to conduct the election, politicians are common to use a distinctive language choice when doing political activities, to gain more voters' attention. A manner, or particular language choice that is typical and related to certain social activities is referred as a genre, which is characterized through lexical selection, phraseological expression, grammatical resources, and compositional structure (Klymenko, 2018, p. 441). This genre is later reflected in the vision and mission proposed by each prospective candidate and is also visible in the way politicians arrange visual and text elements on public posters and billboards.

Wicaksono (2018) states that language can influence a person in determining and making decisions during the election period, which is related to political efforts to attract sympathy and convince the audience through language. Regarding this, Umami (2024) explains how political discourse strength also lies in the way messages and discourse are articulated and positioned to resonate with the audience. This distinctive language produced by politicians is a political discourse, according to Wilson's definition of political discourse (in Taylor, 2022).



Political discourse is generally associated with the discourse's linguistic structure, power analysis, and power relations, such as Critical Discourse Analysis (CDA) theoretical framework. Taylor (2022) mentions several manifestation types of political discourse such as parliamentary debates, interviews, conferences, social media, speeches, manifestos, political pages, political reports. However, this research focuses on how political actors package their ideas and personas through linguistic units displayed on their statements and campaign posters. The political persona definition used in this research is "an image that is projected and that can be (reshaped) throughout time by these media (written press, photography, etc.) and political actors in interaction with their audiences and will become well-known for political reasons" (Waarden and Kohlrausch, 2021). Political personas are analyzed from visual elements such as posters and billboards. Bernstein (in Klymenko, 2018, p. 442) states that posters are included in the genre of political action and are still a mode that influences political activities promotion.

This paper aims to describe analytically how the presidential and vice-presidential candidates built their ideas and persona through text and images. The text and images are analyzed to identify a harmony; congruity, on idea and persona which are embedded in the vision and mission statements and posters. This research scope is limited to the 2024 Indonesia presidential election context. In general, Indonesian election consists of three election types, namely the Presidential and Vice-Presidential Election which takes place on February 14th, 2024, the Legislative Elections, and the Regional Head Elections. For the 2024 Indonesia election context, there are three pairs of candidates: first, Anies Baswedan and Muhaimin Iskandar (Candidate 1), secondly, Prabowo Subianto and Gibran Rakabuming Raka (Candidate 2), and the last, Ganjar Pranowo and Mahfud MD (Candidate 3).

This research uses transitivity analysis provided by Systemic Functional Linguistics framework from Halliday and Matthiessen (2013). This theoretical framework is chosen based on Halliday and Matthiessen's argument (2013) which states that the flow of events can be broken down into smaller parts by clauses, where each change is represented by a figure; figure event, activity, feeling, saying, being, or having (Halliday and Matthiessen, 2013, p. 213). A clause is a mode of reflection that imposes linguistic rules on one's varied experiences and regulates the course of events. The grammatical system used to achieve this goal is transitivity. The transitivity system provides a lexico-grammatical source that constructs a change in the flow of events as a figure, namely a configuration of elements centered on a process (Halliday and Matthiessen, 2013, p. 213). With the transitivity system, clauses can be identified as representing outer experience and inner experience. In this regard, the ideas and thoughts of the Indonesian presidential and vice presidential in 2024 can be analyzed through clauses that represent these experiences and processes. Li, et.al (2020, p. 1) strengthen the possibility of applying SFL into political discourse, with an argument that explains how SFL lays out a detailed analysis for political discourse, in their context and meaning, but also the theorization of political discourse as political acts to achieve political agendas in political events.



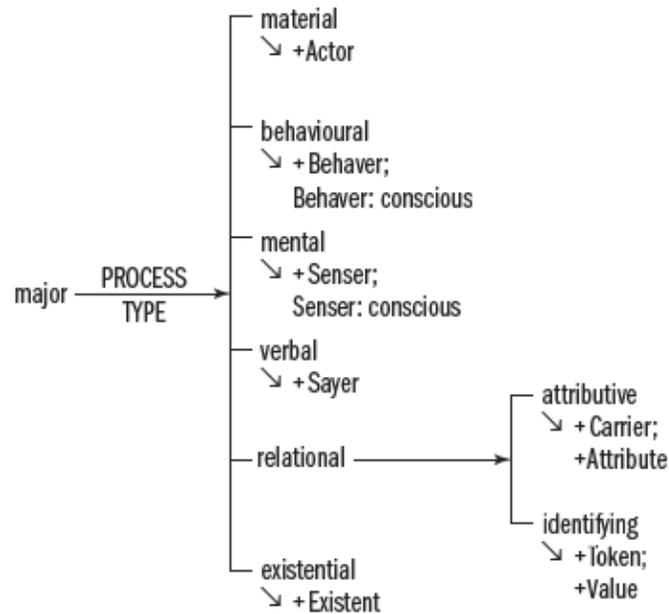


Fig. 5-4 TRANSITIVITY: PROCESS TYPE represented as system network

Figure 1. Transitivity Analysis Map by Halliday and Matthiessen (2013, p. 219)

Later, the images are analyzed using the Grammar of Visual Design by Kress and Leeuwen (2021). This theory provides detailed methods to analyze the meanings in the image and the syntactic relations between people, places, and things depicted in image (Roberts and Philip, 2006). Grammar of Visual Design is a systematic map to provide meaning-making grammar for visual communication, which is based on Systemic Functional Grammar of Halliday (Hafifah, Sinar, 2020). There are metafunctions in the grammar that can be mapped to the Systemic Functional Grammar, as Hafifah and Sinar (2020) explain each of metafunction, namely (1) Representational function is parallel to Ideational function, (2) Interactional function, which parallel to interpersonal function, and (3) Compositional function, which parallel to textual function. As a persona representation, the meanings of candidates' images are analyzed. According to Figure 2, there are several aspects that can help in explaining about candidates' idea and persona via 1) contact, 2) social distance, and 3) attitude aspects which are shown in the visual elements, such as the candidates' facial expression, photo editing, or additional illustrations.

In this paper, the analysis begins with evaluation over the candidates' ideas, which reflected on the vision and mission text, using Transitivity Analysis (Halliday and Matthiessen, 2013). After evaluating the text elements, the candidates' images are analyzed using interactional and representational meaning from Visual Design Grammar (Kress and Leeuwen, 2021). Interactional



and representational analysis show how an image conveys real-world aspects and how it engages the viewer.

In collecting data, each candidates' vision-mission statements are taken from the 2024 Official General Election Commission website. For the candidates' posters are collected from their vision and mission pocketbook, retrieved from Tirto.id news page. Total data analyzed are three candidates' vision and mission texts and three candidates' images. To identify the candidates' idea and persona representation, this paper identifies correlation and congruity between the two elements. Finally, conclusions are drawn regarding the dominant representation used by each presidential and vice-presidential candidate in the 2024 Indonesian presidential election.

Fig. 4.26
Interactive
meanings in images

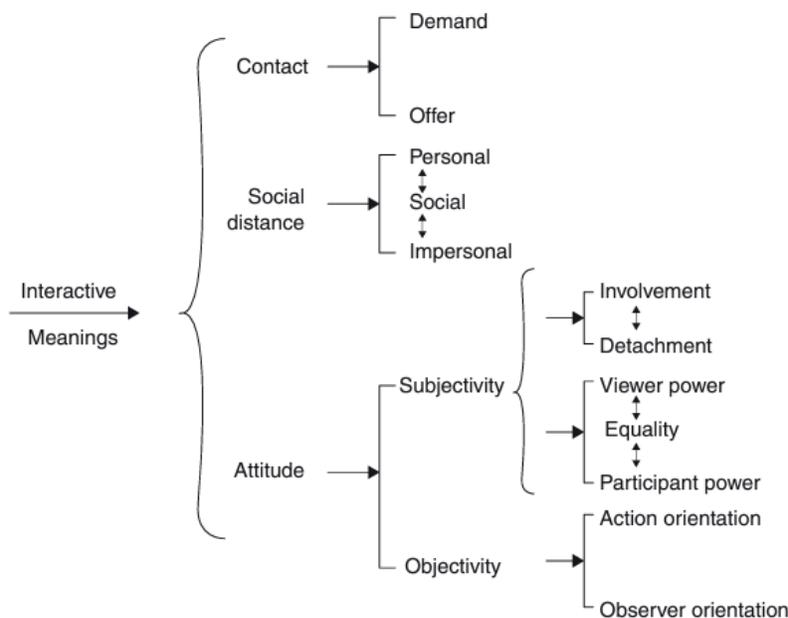


Figure 2. Kress and Leeuwen's Interactive Meaning Map (2021, p. 143)

2. LITERATURE REVIEW

There are several previous studies which implement Systemic Functional Linguistics (SFL) into political discourse or set in political context. Jones (2018) identifies a late of referent in noun phrase that found in newspaper opinion journalism. The research reveals how indefinite reference in journalism can be explained by relates it to lexical cohesive, preceding text and context to make the reference becomes definite. Wicaksono, et al. (2018) discussed the debate structure of the 2017 DKI Jakarta Election. The results explain that each candidate has a dominant strategy to defend their arguments and prioritize their programs for DKI Jakarta in the next five years. Furthermore, research by Triyanto (2018) analyzed ideology in Obama's speech. The findings from Triyanto's research are that Obama's speech is dominated by physical actions and material processes.



Transitivity analysis shows that the material process shows Obama's response to terrorism, the mental process shows Obama's emotions, thoughts and will, and finally the relational process used by Obama to create strong statements on the topics which are being discussed.

Fadilah and Kuswoyo (2021) use transitivity to investigate the processes, participants, and circumstances in the presidential debate between Donald Trump and Joe Biden. This study indicates that the speakers focus on the speakers' objectives and are aware of public response. Another work, by Zhang and Lei (2023), analyzes Xi Jinping's political speech from ideational function, interpersonal function, and textual function. This research highlights Xi Jinping's determination to safeguard the state and government and promotion for multilateralism. Similar in China context, Manling, et al. (2022) explores how ideological-political teaching in China's education with SFL and shows how China's ideological and political instructions have broad denotations and functions. Next, Umami (2024) analyzes the personal and national narratives of Joe Biden's campaign. This study shows pronouns usage of "I" and "We" are utilized to promote feelings of unity and leadership. These pronouns play an important role in emphasizing the dynamics of relationships, both personal and collective. Lastly, Forchtner and Wodak (2018) gives an example how an Austrian Freedom Party political poster can give a paradoxical appeal to liberate Muslim women from the coercion to wear a headscarf. It has been proven that SFL can help to understand and identify political ideology through language. However, those are not much research which combines text element and visual element analysis to explain what happens in political discourse. To construct a more detailed identification, this research using a multimodality approach to identify how the idea and persona reflected in the text and image co-operates, either to enhance or shows other effects towards each candidate's political campaign.

3. METHODOLOGY

This research uses qualitative methodology (Cresswell and Creswell, 2023). After data collected from the Indonesian Official General Election Commission (KPU), data is presented in tabular form. For ease of identification and data labeling, the pair Anies Baswedan and Muhaimin Iskandar are referred as Candidate 1. Next, Prabowo Subianto and Gibran Rakabuming are referred as Candidate 2, and lastly, Ganjar Pranowo and Mahfud MD are referred as Candidate 3. The vision and mission texts are analyzed using Transitivity Analysis, and images are analyzed using the Grammar of Visual Design. The results are interpreted, and conclusions are drawn on the following interpretations and findings.

4. RESULTS AND DISCUSSION

4.1 Candidate 1's Idea and Persona Representation

Candidate 1's vision and mission statements consist of 15 material clauses and 4 relational clauses. Their clauses display material processes such as the creative process, from the clauses "menciptakan lapangan kerja", "membangun kota dan desa", and "mewujudkan manusia Indonesia yang sehat." Candidate 1's creative process clauses represent their will to create or manifest several aspects such as 1) work opportunities, 2) justified wages, 3) fairness in ecology, 4) a more humane



city and village, 4) Indonesian with excellent characteristics, 5) Indonesian family as the root of Indonesian's power, 6) banish poverty, dan 7) a government that defends the public. From these statements, it can be inferred that Candidate 1 believes the mentioned aspects are not yet available in the current government, so they show a creative process—to manifest and create these ideas and goals into a reality.

Meanwhile, transformative process displayed in 1) business opportunities, 2) defense system, 3) Indonesia's role and leadership in the global arena, 3) quality of democracy, 4) law and human rights, and 5) corruption. Candidate 1 carries transformative processes in size and quality such as “expanding” business opportunities, “improving” the defense system. It can be understood that these cases are already available, but in the implementation, they have not yet deemed sufficient by Candidate 1, thus Candidate 1 wants to transform them. Apart from that, in aspects such as corruption, Candidate 1 carries out transformative actions in "eradicating corruption" clause while implying that corruption in general has a strong structure and body, which needs to be transformed with a set of action and change process, from its existed form into a non-existent one. Another transformative process occurs in the clause "expanding business opportunities", which shows size expansion on working opportunities which are originally intended for a narrow and restricted segments, to become wider and open to more various segments.

Furthermore, Candidate 1 shows relational processes in several aspects, such as 1) food-supply demand, living cost, 2) Indonesian corporations, 3) economic progress. The relational clause from Candidate 1 shows the process of embedding neutral or phased attributes such as "ensuring economic progress based on independence and equality". Moreover, Candidate 1 also displays quality attributive processes such as "successful in one's own country". Considering Candidate 1's jargon, namely "Indonesia Adil Makmur untuk Semua", the material and relational processes shown through transitivity analysis show continuity relationship. The attributive quality of "Adil dan Makmur" is supported through creative processes in creation and relational processes of legal guarantees, and the scope of the goal "for all" is supported through relational processes at the individual, family, community and corporate levels in Indonesia.

Table 1. Candidate 1's Idea Representation

Vision-Mission	Transitivity Analysis
Memastikan ketersediaan kebutuhan pokok dan biaya hidup murah melalui kemandirian pangan, ketahanan energi, dan kedaulatan air	Relational Clause (Intensive clause: assignment neutral)
[Mengentaskan kemiskinan] dengan [memperluas kesempatan berusaha] dan [menciptakan lapangan kerja], [mewujudkan upah berkeadilan], [menjamin kemajuan ekonomi berbasis kemandirian dan pemerataan], serta [mendukung korporasi	Material Clause (Accompaniment), Material Clause (Transformative, elaborating size), Material Clause (Creative, specific), Material Clause (Creative, specific), Relational Clause (Intensive: assignment neutral), Relational Clause (Circumstantial: Spatial)



Indonesia] berhasil di negeri sendiri dan bertumbuh di kancah global

Mewujudkan keadilan ekologis berkelanjutan untuk generasi mendatang:

Membangun kota dan desa berbasis kawasan yang manusiawi, berkeadilan, dan saling memajukan;

Mewujudkan manusia Indonesia yang sehat, cerdas, produktif, berakhlak, serta berbudaya;

Mewujudkan keluarga Indonesia yang sejahtera dan bahagia sebagai akar kekuatan bangsa;

Memperkuat sistem pertahanan dan keamanan negara, serta meningkatkan peran dan kepemimpinan Indonesia dalam kancah global untuk mewujudkan kepentingan nasional dan perdamaian dunia;

[Memulihkan kualitas demokrasi], [menegakkan hukum dan HAM], [memberantas korupsi tanpa tebang pilih], serta [menyelenggarakan pemerintahan yang berpihak pada rakyat.]

Material Clause (Creative, specific)

Material Clause (Creative, specific)

Material Clause (Creative, specific)

Material Clause (Creative, specific)

Material Clause (Transformative, amount)

Material Clause (Transformative, elaborating make-up), Material Clause (Transformative, amount), Material Clause (Transformative, elaborating make-up), Material Clause (Creative, specific)

4.1.1 Candidate 1's Persona Representation



Figure 3. Candidate 1's Persona Representation



Table 2. Candidate 1's Persona Representation

Representational	Interactional
<ul style="list-style-type: none"> • Figure 3 displays a narrative representation: dynamic processes. • <u>Participants</u> consists of the first participant, Anies Rasyid Baswedan; the second participant, Abdul Muhaimin Iskandar, as well as the community as the image background. The first and second participants stand out most through their focus and placement in the center of the image. • <u>Events and Processes</u> Event in the image is realized through vectors originating from the first and second participants, but it does not show where the vector lines lead to. Therefore, Figure 3 shows the action process of two participants with a non-transactional type. This non-transactional action process can be realized with intransitive verbs; namely the first participant and the second participant are smiling and waving their hands. <p data-bbox="240 1098 607 1129">Non-transactional action</p>  <p data-bbox="203 1291 747 1350">Vector Visualization Figure 3. (Quoted from Kress and Lions, 2021, p. 71)</p> <ul style="list-style-type: none"> • <u>Participant situation</u> participants are amid a crowd; with people raising their hands, cheering and documenting the moment. This picture indicates a situation where the participants are doing a political campaign, considering the context and reason behind the crowd who surround the participant. • <u>Compositional aspects</u>: In addition to the original photo, Figure 1 shows color editing, typography, and icons. The original photo certainly has a colors variety, but the image is edited so that the participants and background have the same color, namely dark blue. The first 	<ul style="list-style-type: none"> • <u>Social distance</u>: The shooting type is <i>medium-shot</i>. Visual realization portrays from the head of the first participant and the second participant to the upper part of the participant's body (around the top of the stomach). The effect produced by this shooting type is a general social distance, less intimate, tending towards the public consumption. • <u>Power</u>: the image angle orientation is horizontal, <i>eye-level</i> between participants and viewers. This orientation shows that viewers have equal power to the participants. • <u>Contact</u>: The first participant makes positive eye contact with the viewer (<i>demanding</i>), while the second participant makes negative eye contact with the viewer (<i>offering; observing</i>). • <u>Engagement</u>: Viewer involvement in Figure 3 is realized by frontal angle. Both participants' bodies face the viewer. • <u>Color: Saturation and Familiarity</u>: The colors used are dominated with blue and orange as the text and background color. The color saturation is synchronized to be blue, without losing texture and detail from the participant. For text, bright colors are used with clear contrast to differentiate the text and background color. • <u>Style</u>: Figure 3 shows a realistic image. and authentic from how participants act in the field. Figure 3 is dominantly realistic, without any editing on the participants, using a real photo, not cartoons or animations. The only edited elements are the icons, text, and orange lines that aids viewer with an additional focus on the two main participants.



and second participants have no distance between them, nor distance or space from the society that surrounded them. Apart from that, in the typography aspect, the phrase "For All" is given more focus using underline and bold on the sentence "Indonesia is Fair and Prosperous for All". The phrase "For All" shows harmony with the illustration showing participants with the community behind them. The icons placement related to the party is placed in the upper left corner and does not hinder core elements presence in the overall image.

4.2 Candidate 2's Idea and Persona Representation

Candidate 2's vision and mission texts consist of 13 material clauses and 2 relational clauses. Candidate 2 displays material-creative process in village development and the material-accompaniment process in "alleviating poverty". Apart from that, the transformative material process dominates the material process clauses in the data of Candidate 2. The transformative process reflected in Candidate 2's clause in these aspects, such as 1) Pancasila ideology, 2) defense system, 3) infrastructure development, 4) employment opportunities, 5) creative industry, 6) agromaritime industry, 7) down-streaming. These clauses indicate that Candidate 2's recognizes these matters are available in the current government, but they still need an improvement from the recent condition. This transformative process is reflected in verbs such as "develop", "strengthen", and "stabilize".

For the relational process, the process is reflected in the clause "encouraging independence", which can be understood as "towards independence" or "the process of becoming independent" where "independence" becomes a description or process of becoming an embedded attribute into Indonesian citizen. However, in the clause "encouraging entrepreneurship", there is no goal or attribute to be achieved, indicating that "encouraging" can be understood as a material process of "increasing", so that "encouraging" which is originally classified as a circumstantial material process, can be understood as a transformative material process classification strengthening. Considering the slogan carried by Candidate 2, namely "Together with Advanced Indonesia", the quality of the "advanced" attribute is supported by transformative clauses that involve and improve the quality of the results of the previous government. Apart from that, relational clauses such as "encouraging independence" and "encouraging entrepreneurship" can be the cause of the "advanced" quality which is the objective attribute of Candidate 2. Thus, the continuity between the slogans carried by Candidate 2 can be seen in the quality of "unity" which is demonstrated by the transformative process of ongoing government work, as well as creative processes for society and industry.



Table 3. Candidate 2's Idea Representation

Vision-Mission	Transitivity Analysis
Memperkokoh ideologi Pancasila, demokrasi, dan hak asasi manusia (HAM)	Material Clause (Transformative, amount)
[Memantapkan sistem pertahanan keamanan negara] dan [mendorong kemandirian bangsa melalui swasembada pangan, energi, air, ekonomi syariah, ekonomi digital, ekonomi hijau, dan ekonomi biru]	Material Clause (Transformative, amount), Relational Clause (Circumstantial: Spatial)
Melanjutkan pengembangan infrastruktur dan meningkatkan lapangan kerja yang berkualitas, mendorong kewirausahaan, mengembangkan industri kreatif serta mengembangkan agro-maritim industri di sentra produksi melalui peran aktif koperasi	Material Clause (Transformative, elaborating:operation); Material Clause (Transformative, amount); Material Clause (Transformative, amount); Material Clause (Transformative, size); Material Clause (Transformative, size)
Memperkuat pembangunan sumber daya manusia (SDM), sains, teknologi, pendidikan, kesehatan, prestasi olahraga, kesetaraan gender, serta penguatan peran perempuan, pemuda (generasi milenial dan generasi Z), dan penyandang disabilitas	Material Clause (Transformative, amount)
[Melanjutkan hilirisasi] dan [mengembangkan industri berbasis sumber daya alam untuk meningkatkan nilai tambah di dalam negeri]	Material Clause (Transformative, elaborating:operation); Material Clause (Transformative, size)
Membangun dari desa dan dari bawah untuk pertumbuhan ekonomi, pemerataan ekonomi, dan pemberantasan kemiskinan	Material Clause (Creative, specific)
[Memperkuat reformasi politik, hukum, dan birokrasi], [serta memperkuat pencegahan dan pemberantasan korupsi, narkoba, judi, dan penyelundupan]	Material Clause (Transformative, amount); Material Clause (Transformative, amount)
Memperkuat penyelarasan kehidupan yang harmonis dengan lingkungan, alam dan budaya, serta peningkatan toleransi antarumat beragama untuk mencapai masyarakat yang adil dan makmur	Material Clause (Transformative, amount)





Figure 4. Candidate 1's Persona Representation

Table 4. Candidate 2's Persona Representation

Representational	Interactional
<ul style="list-style-type: none">• Figure 4 shows a narrative representation: dynamic processes.• <u>Participants</u> Figure 4 consists of the first participant, Prabowo Subianto Djohadikusumo; and the second participant, Gibran Rakabuming Raka. The first and second participants stand out the most through their placement in the middle and their larger size compared to the other elements.• <u>Events and Processes</u> Event is realized through vectors originating from the first and second participant's eye gaze, but do not show where the vector line leads to. Participants look to a certain direction and shows facial expressions. No vectors are found that lead to other goals or participants. Therefore, Figure 4 shows the reaction process of two participants with a non-transactional type. This non-transactional action process can provide space for viewers to imagine what participants are seeing and thinking and this can create identification and empathy for participants (p. 62).	<ul style="list-style-type: none">• <u>Social distance</u>: The shooting type is medium-shot. Visual realization portrays from the head of the first participant and the second participant to the upper part of the participant's body (around the top of the stomach). The effect from this shooting type produces everyday social distance and is less intimate, tend towards public consumption.• <u>Power</u>: the image angle orientation is horizontal, <i>eye-level</i> between participants and viewers. Such a realization shows an equal power between the viewer and the participant.• <u>Contact</u>: The first participant and the second participant make positive eye contact with the viewer (demanding).• <u>Engagement</u>: Viewer involvement in Figure 4 is realized by the frontal angle. However, it should be noted that the first participant is straight facing the viewer, while the second participant is slightly tilted to the side, to the right (obliquely, sideways).• <u>Color: Saturation and Familiarity</u>: The colors are dominated by pale blue and white, with a few of black and red. The couple picture do not show drastic edits in saturation, brightness, and modulation terms. The participant's colors become more contrasting, and sharper compared to



Non-transactional reaction



Vector Visualization Figure 2. (Quoted from Kress and Leeuwen, 2021, p. 72)

- Participant situation participants are smiling. Participants are next to each other, without any processes or actions involving dynamic body movements. The background uses a plain pale blue color.
- Compositional aspects: Figure 4 shows the horizontal divider that separates the couple photo and the section containing the text. The couple dominates $\frac{2}{3}$ of the overall image, leaving a little space on the left side. The participant on the left appears to be in front of the participant on the right, giving a more detailed attention to look at their shoulders which are arranged like a line. The candidate's slogan is placed at the top, smaller than the candidate's name. There is a row of icons or symbols of the supporting parties and is accompanied by each participants' full name.

the plain background color.

- Style: Figure 4 shows an image of the participant's situation in a realistic and authentic manner. Figure 4 is dominant in the realist direction, by providing editing actions that tend to be minimalist such as providing additional text and supporting party icons. The differences in the intersection of the first and second participants' shoulders, as well as differences in lighting direction indicate that the participants took photos at different places and times, then combined them with photo editing. The first participant received lighting from the right, so his left side is darker, while the second participant received lighting from the front so there is no dark part in his face.

4.3 Candidate 3's Idea and Persona Representation

In the data from Candidate 3, their vision and mission text consist of three relational clauses, one material clause, and a noun group of five noun phrases. Different from the two previous candidates, Candidate 3 displays their vision and mission with the dominance of noun phrases. This noun phrase shows the qualities and attributes to be achieved. For example, the phrase "Indonesian people are healthy, educated and prosperous.", shows a vision without showing the steps that will be implemented. Apart from that, the relational clauses used by Candidate 3 tend to ellipsis on process verbs, and display carrier and attribute pairs directly, such as "Indonesia is an honorable nation on the international stage". The clause above is not included in the identification relationship process, but rather a process that involves time to achieve the attribute of "honorable nation". If we look at the overall vision and mission of Candidate 3, it appears that Candidate 3 displays the dominance of the vision and targeted achievements. Candidate 1 and Candidate 2 display creative and transformative material processes, while Candidate 3 tends to display attributive processes through relational clauses.



Apart from that, Candidate 3 uses a qualifier in relative clauses marked with the relative pronoun "yang" to elaborate on the qualities to be achieved. Several noun phrases that are the targets of Candidate 3's vision include, 1) Indonesian people, 2) economy, 3) digital ecosystem, 4) economic development, 5) democracy, and 6) defense. If it involves the slogan promoted by Candidate 3, namely "Menuju Indonesia Unggul: Gerak Cepat Mewujudkan Negara Maritim yang Adil dan Lestari", there is one aspect that has not been discussed in the vision and mission, namely "maritime". In the vision and mission of Candidate 3, no clauses touched on maritime aspects. However, quality aspects such as "excellent", "fair", and "sustainable" are reflected in the qualifiers used in noun phrases in the text. Apart from that, Candidate 3 shows continuity aspects through material and relational clauses; respectively reflected in the clauses "elimination of poverty" and "Indonesia is Excellent".

Table 5. Candidate 3's Idea Representation

Vision-Mission	Transitivity Analysis
Manusia Indonesia yang sehat, terdidik, dan sejahtera	Noun group (Classifier, qualifier)
Indonesia unggul dalam bidang inovasi dan teknologi	Relational Clause: Inceptive phase (time: inceptive)
Ekonomi yang tangguh dan berdikari	Noun group (Qualifier)
Hilangnya kemiskinan dan ketimpangan antar wilayah dari akarnya;	Material Clause (Transformative, elaborating make-up)
Ekosistem digital yang mengutamakan akses internet cepat dan terjangkau	Noun group (Classifier, qualifier)
Pembangunan ekonomi yang memperhatikan kelestarian lingkungan	Noun group (Classifier, qualifier)
Demokrasi terjaga melalui pemberantasan korupsi dan pemerintahan inklusif berlandaskan supremasi hukum.	Relational Clause: Circumstantial: spatial
[Indonesia bangsa terhormat di kancah internasional], serta [pertahanan yang tangguh dan modern]	Relational Clause: Process phase (time: inceptive); Noun group (Qualifier)





Figure 5. Candidate 1's Persona Representation

Table 6. Candidate 2's Persona Representation

Representational	Interactional
<ul style="list-style-type: none"> • Figure 5 is included in Narrative representation: dynamic process. • <u>Participants</u> consisted of the first participant, Ganjar Pranowo; and the second participant, Mohammad Mahfud Mahmodin. The first and second participants stand out most through focus and placement sharpness in the center position of the complete image. • <u>Events and Processes</u> what happens in the image are realized through vectors originating from the first and second participants, but it does not show where the vector lines lead to. Therefore, Figure 5 shows the action process of two participants with a non-transactional type. This non-transactional action process can be realized with intransitive verbs; namely the first participant and the second participant are smiling and walking to the left but the destination is not visible to the viewer. <div style="text-align: center; margin: 10px 0;"> <p>Non-transactional action</p>  </div> <p>Vector Visualization for Figure 5. (Quoted from Kress and Lions, 2021, p. 71)</p>	<ul style="list-style-type: none"> • <u>Social distance</u>: This picture is <i>long-shot</i> type. The visual realization is from the head of the first participant and the second participant to the lower part of the participant's body (<i>full-body</i>). The effect from this shooting type produces a public social distance and a social distance away from the viewer. • <u>Power</u>: the image orientation angle is horizontal, <i>eye-level</i> between participants and viewers. Such a realization can show that viewers have equal power to the participants. • <u>Contact</u>: The first participant and the second participant make negative eye contact (<i>eye-contact negative</i>). Both make observations/look at other things (<i>offering</i>). • <u>Engagement</u>: Viewer involvement in Figure 5 is realized by the angle (<i>angle</i>) which is oblique (<i>oblique</i>). Both participants' bodies show their sides. • <u>Color: Saturation and Familiarity</u>: The colors used is dominated with white and red, for the two used as background and text color. The colors are various to attract the viewer's attention. Even though the style used is cartoonish, the colors are realistic, natural, and not limited like common cartoon animation. • <u>Style</u>: Figure 5 shows a cartoon illustration in a hyper-realistic style. This illustration



- Participant situation is in the middle of a futuristic city and a river with a bridge. They are walking across the diagonal intersection of the city and river.
- Compositional aspects: The first participant walks ahead of the second participant. Their footsteps seemed to be in sync. The first participant and the second participant looked at each other with different goals. Two different parts are visible, the first part is a futuristic city characterized by floating objects and tall towers, modern building designs and arranged with lots of glass material. The second part is a river with a red bridge. The two parts are made diagonally, so that they intersect, and the point where the two parts meet is the point where the participant is placed. The candidate's slogan is placed at the bottom, and the political icon is placed at the top. The slogan "Menuju Indonesia Unggul" shows harmony with the illustration which shows a futuristic city, while the phrase "Move quickly" in the sentence "Move Fast in Realizing a Just and Sustainable Maritime Country" is illustrated with the two participants walking with wide strides.

shows similar and realistic aspects to the candidate's original photo. Participants are displayed in their original colors without any editing for color unity. Apart from that, the background illustration in the form of a view of the Candidate is modern and adopts a futuristic architectural design that emphasizes curves, non-traditional shapes and minimalist colors.

4.4 Coherency between Ideas and Personas Representation

Lexicon and syntax are common as focus in most studies in political language (Van Dijk (1997), but visual elements like posters, leaflet, and billboard apparently play an important role too, for politicians to achieve their goals (Higgins, 2018). From analysis stated above, it shown that text elements and visual elements have impacts towards each other. The impact said is either a coherent or incoherent relationship; (1) the persona representations in the visual elements consider the idea which reflected in the text elements, so they enhance the candidates' political persona, and (2) the persona representations in the visual elements do not consider the idea which reflected in the text elements, so they do not give an impact towards the political persona. Candidate 1 and Candidate 3 display a coherent relationship, and Candidate 2 display an incoherent relationship.

For idea representations, the three candidates offer narrative representations, which are realized by non-transactional vectors, so goals or phenomena are not visible in the image. Candidate 1 and Candidate 3 display a dynamic body movement process (non-transactional action), while Candidate 2 displays an expression or facial expression (non-transactional reaction). The Candidate 1's idea representation in the vision and mission text and persona representation in



the poster show a complementary relationship. Creative material clauses support each other with persona representations in the visual elements. The social distance that shows the everyday persona displays an equal power relationship with the viewer. Phrases such as "for all", "fair and prosperous" in the slogan are supported by visual elements which show no difference between the participants in the image, and "fair and prosperous" is represented by happy expressions shown by participants and the background, also supported by text elements that show the material clauses of the process to achieve that goal.

Next, Candidate 2's image with the vision and mission text do not show a match and promoting features to support embedded values in each other. The visual elements of Candidate 2 are included in the dynamic narrative representation. The composition aspect of Candidate 2 poster consists only of Candidate 2 without any additions or illustrations related to the slogan. The vector that appears comes from the participant towards the viewer. With medium-type shooting and parallel to the viewer, Candidate 2 offers an equivalent power relationship. Additionally, Candidate 2 offers positive eye contact and clearer engagement through the frontal angle. Lack of editing in the Candidate 2 image making a more realistic image style. When compared with the two others' images, Candidate 2's image looks formal because of their attire and narrative choice. Thus, based on transitivity and visual design grammar analysis, the Candidate 2's cover image with text elements do not show a mutually supportive or complementary relationship.

The Candidate 3's image when elaborated to their slogan and vision-mission text shows a mutually harmonious relationship. Candidate 3 shows how the participants walk between intersections of illustrations of a futuristic city and government. The buildings display rich colors, prominent curves, and flying objects, emphasizing the impression of sophistication and modern architectural for Indonesian's future. These visual elements illustrate the slogan "Menuju Indonesia Unggul", which is supported by participants walking towards the illustration of the city and government described previously. Candidate 3's ideas are dominated by noun groups and qualifiers, making their representations are displayed as a result rather than a process or progress. Apart from that, the vision and mission text are also interrelated with the elements and themes applied in the cover image for Candidate 3, namely the qualities of "excellent", "fair" and "sustainable".

5. CONCLUSION

To achieve their goals, politicians produce various political discourses, not only textual communication, but visual communication too. Transitivity analysis shows how the clauses represent politicians' act of doing, realizing, acting upon their goals, while visual design grammar shows how visual elements are designed to represent politicians' strategy to engage with citizens. The relationship that connects the two elements can impact voters in decision making, whether the politicians' representations are matched with voters' needs and principles. Compared to previous studies (Triyanto, 2018; Fadilah and Kuswoyo, 2021; Umami, 2024), which more focuses on politicians' ideology, this study also involves the way politicians build their persona to promote their ideas. Based on the results and interpretation above, Candidate 1 and Candidate 3 show harmony and congruity in both ideas and persona representations. The material process and noun groups are strengthened by the visualization in their posters so it enhances their political campaign,



such as Candidate 1's slogan, "Untuk Semua" which is supported by same color editing and leave no difference between the participants in the poster, and Candidate 3 too, organizes the illustrations and concepts about a futuristic city to support the slogan they carry, namely "Menuju Indonesia Unggul". For Candidate 2, there are no adequate complementary or supplementary features that support their slogan, "Bersama Indonesia Maju" in their visual elements. However, this research still has limitation such as how the text and visual element appeal and engage to Indonesian citizen, especially in cultural context, considering Indonesia is built upon thousands of various cultures and this gap need another in-depth study in the future.

ABOUT THE AUTHOR

Aghnia Salsabila is currently completing her last semester in Linguistics Master Program, Faculty of Humanities, Universitas Indonesia. Her research interests mainly on dependency syntax, semantics, and computational linguistics.

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