

## LANGUAGE USED IN THE POSTERS OF LEGISLATIVE CAMPAIGN IN 2019

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### **Abstract**

*Posters played an important role in the legislative campaign in Wonosobo district 2019. Legislative candidates tried to influence voters by creating posters that contain interesting photos and writings. This is what encourage researcher to conduct research on the functions of languages that exist in the poster. The researcher used qualitative research. Data were collected through observation. The result is that there are two types of language in the poster. The first is the language that gives information and the second is language that informs and influences voters to do something.*

*Keywords: poster, informative, directive.*

### **Introduction**

Language plays a very important role in social life. Through language, people can communicate effectively. Knowledge, expertise and information can be conveyed through language too (Yule, 1996: 6).

Various messages can be conveyed directly to others. Besides that the accuracy of the message was very high. People do not need to think further to interpret a message contained in an utterance. This is different if an intention is conveyed through a symbol or object. For example someone will convey a criticism through a painting or sculpture. People who see will be confused and may not understand what a painter or artist means through the statue.

The effectiveness of language in conveying messages makes language develop rapidly. This development does not only concern on the form but also its function. At first, humans only knew spoken language. Ideas and messages are conveyed by mouth. For that they have to meet the person he meant. Spoken language certainly has advantages and disadvantages.

The advantage of spoken language is that meaning is easily accepted because it is supported by other members of the body in the delivery. This causes a greater psychological effect on the listeners. People will laugh or cry sooner than other types of language

However, spoken language also has weaknesses. The accuracy of meaning conceived in the language of Spoken cannot be maintained for long-term. This is because the speaker's memory is not always good. What is said at one time cannot be maintained at different times of speaking. In addition, the number of people who can receive messages and the scope of the reach are limited. Although now there are electronic media such as television, which can expand its reach, but it still can't be maximized.

When the technology and science developed, the need for more effective media to store and deliver messages with larger audiences was increasingly in need (Bei Zhang, 2013). Finally, people created written language. The written language is a series of symbols that are approved by the community to communicate. It experienced rapid development, especially with the invention of the printing machines.

The advantage of written language is that it can reach a wide range of audiences. So it can be used for various purposes. One of them is to influence someone's opinion to do something. This is mainly done by entrepreneurs in marketing their products. They want their products to be known by many people. After knowing the product they are expected to buy. Therefore they promote their products by putting up posters on the streets or sticking to public places where many people can see. The poster they made is a combination of interesting pictures and language.

The marketing strategies of the entrepreneurs are also imitated by the candidates for legislative members. One of them is a legislative candidate in Indonesia. In 2019, Indonesia held general elections to elect members of the DPR, the President and the DPD. DPR members are divided into three: DPR, Provincial DPRD and Regency DPRD. The imbalance between available seats and the number of candidates causes the candidates to use a variety of ways to attract voters to vote

them. One of them is by putting up posters near the streets allowed by the government or the general election commission (KPU).

Poster as one of the campaign media is certainly very interesting to study. This is because each candidate tries to have different posters. The difference can be seen from the shape of the poster, the picture used and the language. The shape of the poster is divided into three; big, medium and small. The image displayed also varies. Some display pictures of candidates, candidates with a figure, and candidates with their families. The language used also varies. Some use local languages, a combination of local language and Indonesian, or a combination of Indonesian and English.

Specifically related to the language used, researcher is interested in examining the function of language used and the meaning.

## **Literary Review**

### **Language in Political Campaigns**

Kulo (2009) said that in a political campaign, ideas and ideology must be conveyed through language in order to be accepted or approved by others or who read it or listen it. Everyone has idea that he thinks it is brilliant about how to build a nation. However, often the idea remains his own idea and cannot be understood by others. This is because the idea has never been published in public areas..

Some people think that something good doesn't need to be said but it must be done through action. They argue that now people are more interested in actions than words. They forget that a person's actions cannot be understood by others before they get the initial information. A politician who will build a hospital may not be considered a good person if the community is not informed of the purpose of the hospital. They might consider it just is done to get public interest.

The language used by a politician in a campaign is not an ordinary language. The language must be persuasive (Kenuchuwa, 2013). According to Perloff (2003) the language must be able to change a person's behavior or outlook regarding an issue through free communication without any pressure. The success of a language used is not determined by the truth of the language but it is determined by the validity of the arguments presented (Beard, 2000: 18).

As people know, that in a general election of a democratic country, people are faced with many choices. They have freedom to choose. Here a politician must be able to convince voters through valid arguments about his program. The language used is not judged from the correctness of the wording or choice of words, but rather how the language can affect voters.

### **Function of Language**

Leech (1974 in Ba'dulu 2004) divides language functions into six. But only two will be explained here. This is related to the language function found in this study.

#### **The Informative Function**

Language has functions to give a message, advice, new information, and an idea of something. This function is the most widely used in daily life and has the most important position. Examples of the use of language that has informative functions are lectures, writing in newspapers, announcements, etc. Daily conversation mostly consists of giving information. This involves giving and receiving information.

#### **Directive Function**

People use language to influence the behavior or attitudes of others. The examples of directive functions of language are commands and requests. This function of social control places emphasis on the receiver's end, rather than the originator's end of the message: but it resembles the expressive function in giving less importance, on the whole, to conceptual meaning than to other types of meaning, particularly affective and connotative meaning" (Leech ,1974 in Ba'dulu 2004).

### **Research Method**

This research is a quality one. Research takes place in Wonosobo. Data sources are in the form of posters displayed on the roadside. The poster selected was a poster made by Wonosobo DPRD candidate whose electoral districts in Selomerto and Wonosobo districts. Data were collected by observation. Data were analyzed using content analysis.

## Discussion and Finding

There are two types of language functions found in this study. The first is the informative function, and the second is the informative and directive function. There are several posters that use language whose functions to give information. Two of the posters are posters made by Yayuk and Sutopo. Both come from different parties.



The poster above is a poster of one of the candidates for Wonosobo DPRD member, Yayuk Sri Lestari. In her poster she gave complete information about herself. It is hoped that the public would know everything about her. The size of the letters used is the main focus that she wants to highlight.

The first information is about her full name. She gave information that her full name was Yayuk Sri Lestari, S.Pd, M.Pdi. It matches the name on the ballot paper. The use of education title means that she is an educated person so that she has good qualifications to become a member of the DPRD.

The second information is the serial number. This writing aims to make voters not confused to find the position of her names are on the ballot papers for the same

party. The numbers written in bold and colored indicate that she has good position. Yayuk even wrote her position in the list of names of candidates proposed by PKS for the Wonosobo and Selomerto electoral districts.

The third information is the constituency. This information was provided to make voters know that Yayuk was nominated in the Wonosobo and Selomerto electoral districts. People outside these two regions will not find her name in the ballot box. And the most important thing is that Wonosobo and Selomerto people know there is a candidate named Yayuk.

Other information is her commitment after he was elected to be the member of DPRD. This commitment is conveyed to make the public knows about what she would do and the community has the right to judge whether he would keep her promises or no. But the most important goal is to attract voters to vote.

The selection of informative language can also be seen from poster from another party, PKB. Not as detail Yayuk as, Anang only gave global information about his full name, electoral district, serial number and party supporters. He did not mention in detail the serial numbers in the list of candidates that were carried by PKB for the Selomerto and Wonosobo regions. Information about what he would do after being member of DPRD was not found.



Other language functions found on the poster of Wonosobo DPRD candidate members are directive and informative. The candidate tried to give information

about himself and also invited voters to vote for himself. This can be seen from several posters. Two of them are Sutopo and Eko's.



Sutopo gave clear information about himself, his party, his serial number and his electoral district. Implicitly, he introduced about the qualities he possessed. This can be seen from the words of *Cetho Amargo Kerjo Nyoto*. In addition, he also expects prayers and support from the community, *mohon doa dan dukungannya*. *Support* here means he must be elected, and helps him to invite others to elect him. He started by giving information and ending by inviting the public to choose her.



The same strategy can be seen from Eko Setiawan's poster. He gave information about himself and invited the public to take the desired action. He did not explicitly say that people should elect him. But he invited the community to build the nation with him. This can be seen from the words (Ayo) *sama-sama bangun bangsa*. The concept of building a nation means that people must elect him as their representative in the DPRD so that they can build the nation.

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