

Analysis of Political Language in the 2024 Solo Regional Election Campaign

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Abstract—The Regional Head Election (Pilkada) campaign is a process of electing a mayor and deputy mayor which takes place every 4 years. The Pilkada election in Solo City was participated by two pairs of candidates, namely Teguh Prakosa-Bambang Nugroho and Respati Ardi-Astrid Widayani. Both candidates campaigned to attract voter preferences. Political campaigns are a form of persuasive discourse and have the power of influence (perlocutionary force) to inform something and provide a psychological effect on its readers. This study analyzes the political language used by Respati Ardi-Astrid Widayani during the campaign which was published in the Solopos news edition of September 23-November 24, 2024. The language analyzed is related to rhetorical language, populist language and symbolic language. The purpose of the study is to analyze the characteristics of rhetorical language, populist language and symbolic language. This study uses a descriptive method with a qualitative approach. Data collection was carried out using literature studies through literature reviews. The main literature of the study is the campaign news of the Solo Pilkada candidates published in Solopos from September 23 to November 25, 2024 regarding the campaign carried out by the Respati Ardi-Astrid Widayani pair.

Keywords— Political language, political campaign, Pilkada Solo 2024

I. INTRODUCTION

Regional Head Elections (Pilkada) in Indonesia were simultaneously held on November 27, 2024. The Pilkada in Solo was participated by 2 candidate pairs, namely Teguh Prakosa-Bambang Nugroho (number 1) and Respati Ardi-Astrid Widayani (number 2). In its implementation, Respati Ardi-Astrid Widayani were declared the winners. This victory is interesting to study considering that Respati Ardi-Astrid Widayani are newcomers to the world of politics in Solo, while Teguh Prakosa is active in the PDI Perjuangan party and until now (2024) still serves as Mayor of Solo City replacing Gibran Rakabuming Raka who resigned because he was elected as Vice President of the Republic of Indonesia for the 2024-2029 period.

Regardless of the political dynamics that are currently occurring in Indonesia, Respati-Astrid's victory needs attention related to political communication carried out during the campaign. Political communication is a persuasive effort to convey the best ideas/concepts that are organized to gain public support in order to win the candidate [1]. Meanwhile, Cangara said that a political campaign is a dramatized event [2]. Like a drama, the event requires careful planning. In simple terms, political communication can also be said to be communication related to political issues. The success of a

Pilkada candidate is heavily affected by the candidate's ability to execute political communication effectively. Communication can be done in the form of: rhetoric, political agitation, propaganda, public relations, political campaigns, political lobbying and so on [3].

The victory of Respati Ardi-Astrid Widayani cannot be separated from the involvement of Joko Widodo (former President of the Republic of Indonesia) who provided extraordinary support. Joko Widodo's impromptu visits with the two candidates were always greeted enthusiastically by the people of Solo. The campaign messages conveyed were designed in such a way that the public gave a positive perception of the pair. Campaign messages are politically charged ideas/concepts conveyed in the Respati-Astrid political campaign. The message was contained in the Respati-Astrid political campaign news in the Solopos newspaper edition of September 23 - November 25, 2024.

With the populist strategy, which is a discursive style that prioritizes communication [4], the rhetorical style that argues for the majority vote has become a political communication phenomenon in Indonesia. The use of media that forms a good populist image in political contests, as practiced by President Joko Widodo, has succeeded in gaining benefits from social media campaigns. By means of "blusukan" which is uploaded on various social media, it attracts the attention of the public as a figure who is close to the people [5]. This was also done by the Respati Ardi-Astrid Widayani pair in the Surakarta City Regional Head Election campaign. Even when the Respati Ardi-Astrid Widayani pair campaigned, Joko Widodo accompanied them. Meanwhile, Gibran also did blusukan with Respati Ardi-Astrid Widayani (Gibran Returns to Blusukan with Respati-Astrid. Solopos, October 14, 2024).

Political messages contain political language. When interacting with other people, words and other sounds, physical movements, body language, clothes, status, all are meaningful symbols. This study analyzes the political language of the Respati-Astrid candidates. Candidates Teguh Prakosa-Bambang Nugroho are not included in this analysis because campaign information is very minimal. The political language used by candidates in the Pilkada campaign has several characteristics, namely: Populist language, Rhetorical language and Symbolic language. According to Savitri, the use of populist language in the campaign can cause candidates to focus more on messages that attract attention than on substantial policy designs [6]. Populist language is used to influence people's emotions and create the impression that candidates care about the interests of the people. Rhetorical

language is language used to influence public opinion through logical and persuasive arguments. While symbolic language is language used to send messages through symbols, such as logos, colors, and images.

During the campaign, Respati-Astrid always interacted with the people, had dialogues, discussions and listened to complaints. Solopos in its news gave the title: Eating Chicken Noodles at a Stall, Respati Listens to Citizens (November 11, 2024:3) and Respati responded: I am happy to be able to chat with residents while eating like this.... The purpose of this study is to determine what forms of political language characteristics are used by the Respati-Astrid candidates in the Solopos newspaper news from September 23 to November 25, 2024. The purpose of this study is to analyze the characteristics of political language in the form of populist language, analyze the characteristics of political language in the form of rhetorical language, and analyze the characteristics of political language in the form of symbolic language.

Based on the formulation of the problem and the purpose of the research, the problem-solving approach used is communication science, empirical approach and comparative approach by adhering to qualitative research. The approach method with communication science mainly uses language theory, namely analyzing campaign news using populist language, rhetorical language and symbolic language. Rice and Paisley (1981) stated that a campaign is a desire to influence the beliefs and behavior of others with communicative appeal. A political campaign is a form of political communication carried out by a group of people, a person or a political organization at a certain time with the intention of gaining political support from the community [7]. Campaign messages can be in the form of highlighting ideas that the candidate or candidate wants to share with voters. Often, campaign messages consist of main points that touch on policy issues. These points are summarized into the main idea of the campaign, then repeated simultaneously to create a certain striking impression on voters [8].

A political campaign represents a type of persuasive discourse and possesses the capability to influence (perlocutionary force) by conveying information and creating a psychological impact on the audience. This psychological effect will affect the actions of the listener (society) when determining their choice in the voting booth. In relation to the implementation of the election, political elites use various language styles in managing the election related to the campaign. Some use polite language, some use cultural language styles, some use satire, criticism, foreign terms, and insults. This shows how important Indonesian is in everyday human activities including those related to elections in campaigning. Language varieties also have cultural values related to politeness, respect, good attitudes, language ethics, or appropriate behavior. The use of language varieties in political campaigns is a reflection of good communication procedures [9].

Language becomes a battleground where different groups compete to define meaning and influence the way people think. Gramsci saw language as a mirror of social structures and power relations. Words and phrases reflect social

dynamics and create constructions of meaning that support or challenge the status quo. Language can construct ideologies such as shaping and conveying meaning, influencing perceptions, and reinforcing power dynamics. Language use, including word choice, grammar, and syntax, can reflect and perpetuate dominant ideologies, shaping how individuals understand and interpret the world around them.[10]

Language is a very active and creative process that does not reflect objective reality, but creates reality by organizing meaningful perceptions extracted from the complex world [11]. The role of language in communication has a fundamental role, which is used as an analytical method to create the same meaning. In the context of political communication, politicians use language to form narratives, design political messages, and influence public perception, various efforts are made to be able to construct political identity and image. The selection of certain words, phrases, and symbols can be part of a symbolic struggle to control meaning and direct public opinion [12]. Ideas that are patterned into language function as agents of social integration as a means of cultural socialization, a means of social interaction, a channel for transmitting values and as a glue that binds people and their ideas, and society together [11]

Political language is a language used by political elites and bureaucratic elites to convey the interests of power. Characteristics of political language: 1) the occurrence of politicization of the meanings of the languages employed; 2) the refinement of meaning takes place, expressed through language euphemisms, 3) the occurrence of forms of propaganda language in order to convince other parties, especially the public. The most dangerous propaganda is agitational language (spreading hostility) and rumor language (unclear news source) [13]

II. METHOD

This study uses a descriptive method with a qualitative approach. The descriptive method is one type of research method that attempts to describe and interpret objects as they are [14]. The aim of utilizing the descriptive method is to systematically detail the facts and characteristics of the studied objects and subjects accurately. While the qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior [15]. The data collection was carried out using literature studies through a literature review.

The main literature that is the main source in this study is the campaign news of the Solo Pilkada candidates published in Solopos 23 September - 25 November 2024 about the campaign carried out by the Respati Ardi-Astrid Widayani pair. The news was analyzed using political language analysis which includes populist language, rhetorical language and symbolic language. In the world of politics, language becomes a mediating force that actively shapes a person's interpretation of the environment of the role of political communication in forming and maintaining power in society [12].

III. RESEARCH RESULTS AND DISCUSSION

This study analyzes the political language in the Solo City

Pilkada campaign carried out by the pair Respati Ardi - Astrid Widayani. Throughout the observations published in the Solopos newspaper on September 23-November 24, 2024, there were 14 campaign news items. The political language analyzed included Rhetorical Language, Populist Language and Symbolic Language. The use of strategic language in politics has become a tool to build power, direct public opinion, and create certain narratives. The duo of Respati Ardi - Astrid Widayani triumphed in the Solo City Regional Head Election (Pilkada) after overcoming the pair of Teguh Prakoso - Bambang Nugraho. The victory of the pair Respati Ardi - Astrid Widayani is of course inseparable from the activities during the campaign. Political messages contain political language. The political language used by candidates in the Pilkada campaign has several characteristics, namely rhetorical, populist and symbolic language.

Rhetorical language is a style of language used to influence the opinions or actions of others through persuasive techniques. Rhetorical language is often used in speeches, debates, and advertisements. The characteristics of rhetorical language include:

- Using emotional and persuasive words
- Using examples and analogies to strengthen arguments
- Using casual and familiar language to build relationships with the audience
- Using rhetorical techniques such as metaphors, symbols, and irony to strengthen the message

Rhetorical language style is a style of language whose meaning must be interpreted according to its original value. The language used is a language that has elements of continuity of meaning and what is being manipulated is the order of words. So, in this style there is a manipulation of structure so that the narrative becomes effective in achieving a certain effect [16].

Populist language is a style of language used to influence the opinions or actions of others by playing on their emotions and interests. Populist language is often used in political campaigns and advertisements. Populist language analyzed includes:

- Using emotional and persuasive language
- Using examples and analogies to strengthen arguments
- Using populist techniques such as playing on feelings of fear, hope, or justice

Symbolic language is a style of language that uses symbols, metaphors, and emblems to convey messages. Symbolic language is often used in literature, art, and advertising. The characteristics of symbolic language include:

- Using symbols and emblems to convey messages
- Using metaphors and analogies to strengthen arguments

The political language used by the Respati Ardi-Astrid Widayani pair during the 2024 Solo City Pilkada election campaign and published in the Solopos newspaper for the period 23 September-24 November 2024 can be grouped into 3 categories, namely rhetorical language, populist language and symbolic language.

1. Rhetorical Language

Rhetorical style is a style of language whose meaning must be interpreted according to its physical value. The language

used is a language that has elements of continuity of meaning and what is being manipulated is the order of words. So, in this style there is a manipulation of structure so that the narrative becomes effective in achieving a certain effect [16]. The rhetorical language found in the Solopos news regarding the campaign of the Respati Ardi-Astrid Widayani pair can be explained as follows:

a. Using Emotional and Persuasive Words

Respati Achmad Ardianto or known as Respati Ardi is a businessman from Solo and also serves as the Chairperson of HIPMI Solo for the 2023-2026 Period. His political career was not widely known at that time. However, his candidacy was supported by the Advanced Indonesia Coalition (KIM) Plus. His political opponent from the Indonesian Democratic Party of Struggle (PDI-P) is a party that has different choices from PDI-P and prefers Respati Ardi because he is still young. This can be seen in the Solopos news, November 12, 2024, page 3.

Supporting Respati, Wawanto PDIP Solo
Holds a Healthy Walk

Wawanto's reason for supporting Respati-Astrid... They are young, full of enthusiasm, and also visionary. Before making my choice, I had chatted with them and I think their vision and mission are very good (Solopos, November 12, 2024)

Wawanto stated his view that Respati (36 years old) - Astrid (38 years old) are young and visionary candidate leaders. This statement leads public opinion to choose a candidate leader who is young and full of enthusiasm. Meanwhile, his competitor Teguh Prakosa is an old man (born November 10, 1959). The rhetorical language in Solopos invites prospective voters to make the right choice, whether young or old. When Respati-Astrid campaigned with Gibran Rakabuming Raka (Solopos, October 14, 2024), Respati made promises if he was elected as a pair of mayor and deputy mayor, namely by preparing the Posyandu Plus program. The Posyandu Plus in question will present psychologists who will help the mental health of Solo residents

Gibran Returns to Visit with Respati-Astrid

Respati said that he had prepared a Posyandu Plus program for the community if he was trusted to become the mayor of Solo. The program would be in the form of additional psychological and spiritual counseling services (Solopos, October 14, 2024)

The campaign conducted by Respati illustrates the political promises that will be given to the people of Solo if they win the Pilkada. The political language used uses emotional and persuasive words. This attracts the attention of potential voters to determine their choice, especially since the two candidates are supported by the former president of the Republic of Indonesia, Joko Widodo.

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b. Using Examples and Analogies to Strengthen Arguments

Analogies are usually used by writers to compare something that is not or less well known with something that is well known to the public to explain something that is less well known [17]. During the observation period, there were 2 news items that used examples and analogies to strengthen arguments. Solopos, November 5, 2024, reported:

Jokowi's Signal of Respati's Approval

Signals of support after signal of support for the Solo mayoral and vice mayoral candidate pair number 2, Respati Ardi-Astrid Widayani, continue to be sent by the 7th President of the Republic of Indonesia, Joko Widodo (Jokowi). (Solopos, November 5, 2024)

Framing Solopos explains, there are signs that Respati Ardi-Astrid Widayani received support from former president Joko Widodo. The signal was also seen when Respati-Astrid was accompanied by Joko Widodo during the campaign. Joko Widodo's presence of course received a warm welcome from the community in several places in Solo. Even as a former president, Joko Widodo is still idolized by the community. This situation is certainly an advantage for the Respati-Astrid camp to gain votes and public trust. Receiving blessings from the father (Joko Widodo) and son (Gibran Rakabuming Raka) of course adds to the enthusiasm of the Pilkada candidate pair to win the mayoral and deputy mayoral elections. Respati-Astrid is a pair who have bachelor's degrees. Astrid is even a Chancellor at a private university. Therefore, the issue of education is also one of the campaign goals

Mayoral Candidate Respati to Bring Modern Smart Park to Life

- Respati Ardi expressed his determination to modernize the smart park and make it more fun and educational
- There is a posyandu plus program, later it will focus on the mental health of children to the elderly. Specialist doctors and parenting experts will be prepared (Solopos, October 11, 2024)

In Framing Solopos shows Respati's determination to modernize the smart park. The smart park aims to provide public facilities for children to play, interact and learn, and to utilize government land assets that have not been processed. By playing in this smart park, it is as if children are associated or expected that when they grow up they will grow up smart, strong and healthy. Moreover, this is also supported by the existence of posyandu plus

c. Using Casual and Familiar Language to Build Relationships with the Audience

A good leader is a leader who is able to communicate with all groups, regardless of education level, age, social status, and so on. This communication ability has the potential to influence the person being spoken to. This was truly utilized by Respati Ardi to build social relationships with the community and even Respati felt happy to be able to jagongan (discuss a particular problem) with them

Eating Chicken Noodles at a Stall, Respati Listens to Residents

Earlier there were complaints about land certification, tracts for community meetings, and the distribution of government assistance. When I am given the mandate as Mayor of Solo, government assistance must be distributed

evenly, not just for one group, said Respati

..... I am happy to be able to chat with residents while eating like this.... (Solopos, November 11, 2024, p.3)

The statement above was delivered by Respati while eating chicken noodles with residents at a stall. In the news, Solopos framed Respati as a prospective leader who is able to protect the community. The word stall refers to a place to eat whose atmosphere is certainly different from a luxurious and expensive restaurant. A stall itself is a simple place to eat with relatively cheap prices. In his meeting with the residents, Respati promised to provide assistance evenly to the people of Solo if he is elected.

Blusukan is one way to introduce oneself to the community so that it is widely known and gets the attention of potential voters. One of the fundamental issues in the Pilkada is the political participation of voters. The effectiveness of political communication will be greatly determined by the similarity of perception between the candidate and the community as constituents. Through blusukan, candidates get input on various problems faced and candidates will also provide solutions to solve the problems.

The blusukan culture has been known since the time of the Javanese kings and the term blusukan is as famous as the laku pepe culture for the Javanese people. If laku pepe is understood as asking the people's attention to their leader by sitting under a banyan tree called the alun-alun, then blusukan is the style of Javanese leaders in seeing the conditions of their people [18]. Solopos framed Respati doing blusukan as if reminding Solo residents that this was also done by Joko Widodo when he ran for mayor of Solo in 2005 and when he ran for governor of DKI and president of the Republic of Indonesia, Joko Widodo did the same thing.

Mayoral Candidate Visits Mojo. Respati Enjoys Viral UMKM Snacks.

Respati will provide capital and sales assistance for UMKM actors. The capital assistance is not in the form of cash, but in the form of merchandise. For UMKM who want to sell well, they will be helped to sell, by promoting it, said Respati (Solopos, 16-17 Nov 2024)

The rhetorical language used by Respati is able to influence the opinions or actions of others to obtain business capital assistance in the form of merchandise for UMKM actors. The number of UMKM in Solo increases every year and in 2023 there will be 13,203 UMKM. The promises made by this candidate are expected not to be just promises but are expected to be realized if they win their campaign. According to Astrid, many Micro, Small and Medium Enterprises (UMKM) in Solo City have not been optimally accommodated. In fact, the products they produce can become the branding of Solo City to be better known by the wider community.

d. Using Rhetorical Techniques Such as Metaphors, Symbols, and Irony to Strengthen Messages

Rhetorical techniques are often used to manipulate someone's emotions rather than appealing to logic, reason, or reality (i.e., dialectical communication). Rhetorical techniques are also referred to as rhetorical styles or persuasive techniques. Rhetoric is often used to influence the audience's

opinion. The Respati Ardi-Astrid pair knows very well how to influence the citizens of Solo. This pair is also convinced that Joko Widodo is still loved even though he has stepped down as president, especially since Joko Widodo comes from Solo.

Mayoral Candidate Respati to Add Psychologists to Posyandu

Mr. Jokowi sent his regards to the people of Solo, and I was assigned to continue Solo city programs, assistance and education programs, and health, said Respati (Solopos, October 9, 2024)

By mentioning Joko Widodo's name, especially using the words I was assigned, it is expected to strengthen the message and influence the public. The words I was assigned contain the meaning that Respati Ardi - Astrid will continue the programs that have been carried out by the previous mayor, Gibran Rakabuming Raka, who is none other than the eldest son of Joko Widodo. The word continue is also reflected in the couple's billboard, giving the message that this couple will continue the programs of the previous mayor



Image: Respati-Astrid Campaign Poster

The city of Solo is known by various names because it often holds many events, for example: Solo Batik Carnival, Solo International Performing Art (SIPA) Festival, Solo International Ethnic Music (SIEM), and so on. This condition attracts attention to be developed and continued by the next elected pair. Regarding this issue, Kaesang Pangarep said that he supports the Respati-Astrid pair because they are considered capable of bringing Solo to hold many events

Support Respati-Astrid, Kaesang: Bring Solo Flooded with Orders Again

Respati also expressed his commitment to continue holding and bringing events to Solo. This is important so that Solo's economy continues to move and provide a multiplier effect for the community (Solopos, October 10, 2024)

The event was held with the intention of making Solo City known to the public and as a city branding. One of the city branding of Solo City that is widely known by the public is the slogan that reads Solo, The Spirit of Java, reflecting the characteristics and potential of Surakarta City [19]. The Spirit of Java is the Spirit of Java, Solo is the soul of Java. Solo is a representation of Java. Until now, many events have been held by the Solo City Government at various points, especially in the courtyard of the Mangkunegaran Palace. This activity is able to boost the growth of the creative economy and bring outsiders into Solo.

2. Populist Language

One way to see populist language is to see it as a form of

political communication that has the characteristics of the candidate. Language plays an important role in both culture and politics. Through language, humans can exchange information, ask each other questions, express appreciation or lack of appreciation for each other [20]. The impact of inconsistent meaning of populist language can hinder communication between candidates and the public [21]. Populist language plays a very important role in efforts to influence voters.

The populist language found in Solopos during the campaign of the Respati Ardi-Astrid Widayani pair in the Surakarta City Regional Head Election (Pilkada) can be explained as follows:

a. Using Emotional and Persuasive Language

Pilkada candidates need a strategy to gain support from potential voters in order to win the political competition. Using the right words to influence the public to make their choice. The use of language in campaigns basically pays close attention to the aspect of meaning. The meaning of each word that is highlighted is a word that has a positive denotative and connotative meaning. Political campaigns are a form of persuasive discourse and have the power of influence (perlocutionary force) to inform something and provide a psychological effect on the reader. This psychological effect will affect the actions of the listener (the public) when making a choice in the voting booth [9]. The emotional and persuasive language used by Respati-Ardi in Solopos is reflected in the news:

Respati-Astrid Offers Among Guests Program

Creativity must begin with a space for young people to provide their ideas, so that economic valuable works are realized (Solopos, November 4, 2024)

Denotatively, the statement above contains the intention that this pair will provide an open space for the community to appreciate and display their interests, arts, talents and other skills in a certain place. Persuasively, it can be seen from the word space for young people so that works of economic value are realized. These political promises are conveyed to attract the attention of the community, especially young people. In Solo, there are not many public space areas. The choice of interesting words because young people need an area to express themselves.

b. Using Examples and Analogies to Strengthen Arguments

This situation is often done by candidates during the campaign. The community will respond and then be accepted or even rejected. In the campaign, verbal symbols are expected to attract a wide audience. Respati Ardi-Astrid know very well how to influence society

Mayoral Candidate Respati Discusses Giran's Message on School Canteens

We will continue whatever has been built by Mr. Jokowi and also Mr. Gibran. Not only continuing, but we will certainly add and develop existing programs (Solopos, October 30, 2024)

The statement above was delivered when Respati Ardi attended a social gathering and dinner with the community. Of course, everyone knows Mr. Jokowi and Mr. Gibran, especially since they used to be mayors of Solo. Jokowi and

Gibran are considered successful in building the city of Solo so that their names are widely known by the community. Jokowi and Gibran's success is used as an example and analogy to strengthen the campaign argument. Gibran's message was then conveyed by Respati Ardi regarding free meals, "Yesterday, Mr. Gibran told me, if in Solo it will start with the Healthy Canteen first. Later we will try to synchronize with the central government how the flow is, nggih."

Peers play an important role in the political socialization of adolescents and young adults, because they are involved in discussions about socio-political issues, share popular culture, and develop a set of values, both the same and opposite [22]. Meanwhile, Cochran and Brassard explained that the presence of peers inherently introduces a set of social norms. These standards significantly influence the conduct and outlook of every person within the group [23].

Gibran Rakabuming Raka was 33 years old when he became Mayor of Surakarta for the 2021-2024 period. His presence is considered to represent young people who are full of achievements. This figure was later used as a role model by Respati-Astrid in leading the City of Surakarta in the future. Then in their statement, this couple wanted to continue the program that had been outlined but had not been implemented.

Respati-Astrid Affirms Embracing All Parties

I will continue the sustainability program that Mas Gibran has carried out, and maintain what he has created, with a focus on education and health infrastructure (Solopos, Wednesday, October 16, 2024)

Respati-Astrid uses the example of the progress of Surakarta City thanks to Gibran's leadership. By using simple political language, of course, the statement is easy for everyone to understand. Convincing all parties to continue Gibran's unfinished program and accept his direction. The public certainly hopes that Solo City will progress further and many activity agendas will become public spectacles. This populist language is a reverse argument, meaning, what will happen if we do not continue the programs that have been set by Gibran Rakabuming Raka. In Aristotle's Rhetoric, Aristotle explains the value and dangers of fear as a method to persuade the audience [24].

3. Symbolic Language

Language is an arbitrary system of symbols used by society to work together, interact, and to identify themselves [25]. A symbol is something that represents something else, not with a definite similarity, but with a vague relationship or conventional relationship. Bühler in Teew stated that a symbol is part of a sign so that in this sense language becomes broader than a symbol because language is also a sign system [26]. Ferdinand de Saussure argued that language is a set of signs but a narrower sign because it only relates to the signified. According to him, a sign consists of a signifier (signifiant) and the signified or signifier (signifie). In terms of language, significant is the sound part of speech, while signifie is meaning. These two parts cannot be separated because speech and meaning form their own systems in a broader sign system (language) [27]. The connection between symbols and language is indisputable since language is a form of symbol

[28].

Symbolic language is a style of language that uses symbols, metaphors, and symbols to convey messages. Symbolic language is often used in literature, art, and advertising. The characteristics of symbolic language include:

- Using symbols and emblems to convey messages
 - Using metaphors and analogies to strengthen arguments
- a. Using Symbols and Emblems to Convey Messages

The campaign conducted by Respati Ardi-Astrid Widayani is a creative campaign. Embracing famous figures and at the same time trying to influence voter preferences. A creative campaign is a process designed as a political communication channel to influence voter preferences, in unique, humorous, pun-like and humorous ways to provide public awareness that political contestation is something fun and joyful [29]. The symbolic language used by giving the statement Bolone Mase. The word Bolone (Javanese) refers to the followers, supporters and volunteers of Gibran Rakabuming Raka. While the word mase comes from the word mas plus e. Mas refers to Gibran Rakabuming Raka because he was still young when he served as Mayor of Surakarta (33 years old) where he felt comfortable being called Mas and not Bapak.

Respati Wants Bolone Mase to Become a Government-People Connector

When Respati Astrid becomes a government, development will head to the north and east of Solo, Jebres. I assure you that it will not only be in South Solo (which will be built), but we will develop North and East Solo (Solopos, Monday, November 18, 2024)

In the title above, Respati-Astrid implicitly provides opportunities and chances to all Surakarta people, especially those who are members of Bolone Mase to become a liaison between the government and the people. In addition, with full certainty, they will also pay attention to development in North Solo so that its development is evenly distributed.

b. Using Metaphors and Analogies to Strengthen Arguments

A metaphor is a figure of speech that makes a direct comparison between two dissimilar things by stating that one thing is the other, helping to convey deeper meaning and evoke emotion. This technique often enriches language and adds layers of meaning, making it a powerful tool in communication and rhetoric. Metaphors are essential in persuasive speech, literature, and everyday language, allowing speakers to connect with their audience on an emotional level while describing complex ideas in a way that is understandable. An analogy serves as a comparison between two unlike entities that emphasizes a certain similarity between them. Analogies serve as a bridge to understanding one concept in the context of another, often making complex ideas more relevant and understandable. By making comparisons, analogies can elucidate relationships and improve persuasive communication (fiveable).

The promise of the Respati Ardi – Astrid Widayani pair during the campaign was to bring in a public figure known to the public, namely Raffi Ahmad. This promise was conveyed by the Head of the Winning Team as reported in Solopos on November 1, 2024. Raffi Ahmad was invited of course with the intention of attracting the sympathy of Solo residents. Yes,

who doesn't know Raffi Ahmad, someone who is successful in the entertainment and business world. This metaphor serves to make the story come alive. Lakoff (2004) shows that metaphors play a key role in building a community's mindset [30].

Respati-Astrid to Bring Raffi Ahmad

Will hold a grand campaign at Sritex Sukoharjo by bringing Raffi Ahmad or Sandiago Uno, said Joko Sutrisno, Head of the Winning Team (Solopos, Friday, November 1, 2024)

As a young entrepreneur, Respati Ardi promised to add or establish a 5-star hotel if elected. This is done to attract the appeal of Solo as a meeting incentive convention and exhibition (MICE) city. According to Kesrul (2004:3), Mice as a tourism activity whose activities are a combination of leisure and business, usually involves a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions (<https://rovers.id/mice-meeting,-incentive,-convention,-and-exhibition-p45.html>) [31]. Solo as one of the leading MICE destinations in the country has high potential. And the city of Solo has also proven itself successful in hosting various events ranging from national to international levels (<https://www.kememparekraf.go.id/berita/siaran-pers-menparekraf-akan-perkuat-solo-sebagai-salah-satu-destinasi-unggulan-mice>)

Competitive Control Concept Contest Tuesday

Respati: Addition of 1 5-star hotel to attract the attraction of Solo city as a meeting incentive convention and exhibition (MICE) city. (Solopos, Tuesday, November 19, 2024)

Language is an important instrument in political rhetoric, used to convey messages, build images, and influence society. In the Indonesian context, the use of language in politics is increasingly complex along with the development of digital media. Politicians do not only speak on conventional stages, but also through social media platforms that expand the reach of the audience. The strategic use of language in politics has become a tool to build power, direct public opinion, and create certain narratives [32].

Political language consists of rhetorical language, populist and symbolic language used by Respati Ardi - Astrid Widayani during the 2024 Solo City Pilkada campaign. Using simple and easy-to-understand language and focusing on the needs of the people can help strengthen awareness of the importance of involvement in politics [33]. According to Fairclough's theory (1995) that language can reflect and shape the power structure in society [34].

A campaign is a deliberate and planned public communication effort with the aim of mobilizing and involving, in order to avoid and encourage individual or public attitudes to do and not do certain actions for the welfare of individuals and the public, mobilizing and involving the community. Attempts to exert pressure on those in authority or power to force them to make decisions that will improve the welfare of individuals or the public as a whole.[35]

In the context of political communication, politicians use language to form narratives, design political messages, and

influence public perception, various efforts made to construct their political identity and image. Through the narratives they construct, they create a self-image that is in accordance with their desires to gain support from various community groups. The selection of certain words, phrases, and symbols can be part of a symbolic struggle to control meaning and direct public opinion. Politicians can compete in the symbolic realm to determine the political agenda. Language is used to convey ideology and trigger conflicts of interpretation. In addition, politicians can use language to promote values and beliefs that support their political vision, while simultaneously challenging the ideology of the opponent [12]. The use of symbolic narratives and media framing through various political advertisements through print and electronic media is an agenda for political parties to influence potential voters [36]. Respati Ardi-Astrid Widayani's political advertisements are found in many strategic places in Solo City, for example with narratives that read: Young and Global with Respati-Astrid, Definitely Respati - Astrid Candidate for Mayor and Deputy Mayor of Surakarta 2025-2030, and Respati-Astrid for Sustainable Progress of Solo. Approaches in language including rhetoric, narrative, and representation, can play an important role in shaping public perceptions and beliefs [37]

IV. CONCLUSION

Political language was used by Respati Ardi-Astrid Widayani in the Surakarta City Pilkada campaign. Language is related to the presentation of messages in communication. Rhetorical language, populist language, and symbolic language are used to convey political messages. To strengthen the message and to gain public sympathy and support, the Respati Ardi-Astrid Widayani pair were accompanied by Joko Widodo, Gibran Rakabuming Raka and Kaesang Pangarep during the campaign. As former presidents, Joko Widodo and his sons (Gibran and Kaesang) still receive sympathy from the people of Solo. This can be seen when Respati Ardi-Astrid Widayani campaign accompanied by Joko Widodo or Gibran or Kaesang, they will definitely receive a warm welcome from the public.

Solopos media emphasizes, supports and even directs the public towards the Respati Ardi-Astrid Widayani campaign. This can be seen from the frequency of news coverage of their political opponents (Teguh Prakosa-Bambang Nugroho) which is minimal with news. The large amount of information that appears in Solopos news about the Respati Ardi-Astrid Widayani pair makes the pair known to the public. The agenda setting theory explains that if the media continuously reports a certain issue, the media considers the news to be important news and needs to get the public's attention. In addition to being supported by the local Solopos media, Respati Ardi-Astrid Widayani's victory was also supported by a creative campaign, for example using social media.

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