

Slogans and Posters on Instagram for 2024 Legislative Candidates as Junior High Indonesian Language Learning Media: A Teun van Dijk's Microstructure Study

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ABSTRACT

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This study aims to analyze the critical discourse analysis of microstructure aspects contained in the slogans and Instagram posters of legislative candidates in 2024. The data source of this research is based on Hapri Sianturi's Instagram social media for legislative candidates in 2024 (<https://www.instagram.com/haprisianturi/>) by observing the linguistic aspects of Instagram posts and the language of Instagram captions. This research uses the critical discourse analysis framework of Teun van Dijk's model to explore the microstructure in the slogans and Instagram posts of legislative candidates in 2024. The research used a qualitative approach and listening method with listening and recording techniques for the data collection. Then, interviews and field observations were conducted at SMP Negeri 1 Surakarta and SMP Negeri 4 Surakarta to determine the relevance of teaching media. The results of research and discussion show that the microstructure aspects of the 2024 legislative candidate Hapri Sianturi are complete. Critical discourse analysis research on posters and slogans of legislative candidates is relevant to learning at the 8th-grade junior high school level using the independent curriculum on the material of Advertising Texts, Slogans, and Posters.

Keywords: *Critical Discourse Analysis, Legislative Candidates, Poster, Slogan, Teun van Dijk*

INTRODUCTION

The development of the digital world today feels so fast and massive that it affects the development of language as one aspect that provides convenience to influence the interlocutor or reader in aspects of social activities and politics. As expressed by Permana et al. (2021), humans can devote every idea of thought, feeling, and desire conveyed to other people as their interlocutors. One example of language development in the political field today that can be felt is the legislative elections. Legislative elections are an essential moment in the democratic life of a

country that adheres to the principles of democracy in politics. In every election, legislative candidates try to get support and votes from the public. One of the communication strategies often used by candidates is using attractive and easy-to-remember slogans (D. N. Sari & Rustono, 2021). These slogans aim to project the candidates' self-image, convey political promises, and convince voters to vote for them. (Nugroho et al., 2022).

However, these slogans often only become campaign tools that attract attention without a deep understanding of their messages, so readers are only trapped in the rhetorical language created by legislative candidates (Chotimah & Sulistyoningsih, 2023). These slogans may include manipulation, empty rhetoric, or even ignoring substantial public interest issues. Therefore, a critical discourse analysis is needed to analyze the slogans of the 2024 legislative candidates. Increased political awareness among the public and advances in information technology today will also affect the elections in 2024. According to Kusnadi dan Annisa (2023), novice voters are interested in political candidates who present their work programs, vision, and mission on social media. This is because, on social media, voters can find out the performance and ability of candidates to pay attention to the community. In this regard, voters also consider legislative candidates' track records and programs before providing their support (Saddhono et al., 2019). The track record includes a track record of service in the community and a digital track record. Social media is one of the important media for political parties and legislative candidates to introduce themselves and communicate their political programs to voters. (Andriana, 2022).

Social media has become an integral part of modern political campaigns. As a platform that allows users to connect with people worldwide, social media is ideal for legislative candidates to promote themselves and deliver their political messages (Alexander & Porter, 2023). In the 2024 legislative campaign, social media will be one of the main tools to introduce themselves to potential voters and build support for candidates. One of the main advantages of using social media as a political campaign tool is more comprehensive access to likely voters (Rita et al., 2023). Platforms such as Facebook, Twitter, Instagram, and YouTube have millions of active users daily, including many potential voters who are curious about legislative candidates and their political positions. By utilizing social media appropriately, legislative candidates can expand their campaign reach and bring their political messages to people they might not otherwise reach through traditional campaign methods. In addition, social media allows legislative candidates to interact directly with potential voters (Riyadi, 2017). Legislative candidates can now hold question-and-answer or fundraising sessions through social media and respond to questions and

concerns from likely voters in real-time. In this way, legislative candidates can build a more personalized connection and trust with potential voters. (Suprihatin et al., 2021).

Critical discourse analysis is a process of deciphering and trying to provide an understanding of the text studied by someone or a group with the specific purpose of getting something obtained. (Putri et al., 2022). So, in a sense, in such a context, it is realized that there are interests that influence the writer and the reader (Saddhono & Rakhmawati, 2018). So, it can be understood that the analysis created is based on the author's interests. In addition, it can also be realized that behind a discourse, some meanings and interests are struggling to influence readers (Agustini & Herdian, 2022). The discourse analysis referred to in the following understanding has an understanding as an effort to reveal an explicit or implied intention of the subject who expresses the idea or statement (Yuniarsih et al., 2023). Teun Van Dijk suggests that critical discourse analysis is used to analyze discourse in aspects of politics, race, gender, social strata, and various matters directly related to the social conditions of society (Luma & Sulistyawati, 2022). Critical discourse analysis aims to provide a fundamental understanding of the intentions behind oral and written speech or utterances in various atmosphere forms (Ginting et al., 2022). Critical discourse analysis can also be carried out on speech forms, symbols, visual forms, and others that represent the intent of the subject's speech (Pramitasari & Clarasida, 2022). Critical discourse analysis in political linguistics is an approach that allows us to look behind the words and try to understand the political goals, group interests, and ideologies contained in political texts. (Pramitasari & Clarasida, 2022). Analyzing the slogans of legislative candidates can reveal their hidden meanings, the power structures behind them, and their intended influence on voters (R. P. Sari et al., 2020). This is important to help the public or readers choose legislative candidates committed to the public interest and able to provide concrete solutions for the community.

According to Inayah (2022), Critical discourse analysis will have a connection and continuity between the discourse and its characters. Meanwhile, Setiawan et al. (2022) emphasized that critical discourse analysis can be a means to discuss society's power, ideological, and social relations. Based on this, Satiya et al. (2022) affirm that discourse is considered a forum for analyzing social elements of society consisting of aspects of power, hegemony, ideology, and social culture. Van Dijk divides it into three structures or three dimensions, namely the text dimension, the social cognition dimension, and the social context dimension (Wahyuni et al., 2021). The text dimension consists of macrostructure, superstructure, and microstructure. This is also the same as the opinion of Ginting et al. (2022), who argue that critical discourse analysis is

divided into three main parts: text, social cognition, and social context. The political discourse used in candidate posters is a form of persuasion discourse (Anggini & Putra, 2022).

Based on the views of several studies that have been conducted related to the critical discourse analysis of Teun van Dijk's model, the author has a novelty in terms of the breadth of aspects and dimensions studied, which are broader in terms of text dimensions, dimensions of social cognition, and dimensions of social context with the research subject of slogans and posters of legislative candidates in 2024 on Instagram social media. The novelty and urgency of this research are not yet apparent in the introduction. The introduction can be delivered briefly, concisely, and clearly, so the substance or presentation must be reduced.

MATERIALS AND METHOD

The study utilized a qualitative research approach based on positivism, as outlined by Abdussamad (2016). In this approach, the researcher serves as the primary instrument, and the analysis is inductive or qualitative. The researcher is the planner, executor, data collector, analyzer, interpreter, and writer of the research results. The data for this study was sourced from Hapri Sianturi's Instagram account, a candidate for the 2024 legislative elections (<https://www.instagram.com/haprisianturi/>). The linguistic aspects of Sianturi's Instagram posts and captions were examined according to Teun van Dijk's microstructure model, which includes semantic elements (setting, details, intent, and presumption), syntax (sentence structure, coherence, and pronouns), stylistics (lexicon), and rhetoric (graphics), each serving a specific purpose. Data was collected using listening, marking, reading, and note-taking techniques. The research began with a literature review of Teun van Dijk's critical discourse analysis model, covering text analysis, social cognition, and social context stages. Additionally, interviews were conducted with teachers and students at SMP Negeri 1 Surakarta and SMP Negeri 4 Surakarta to gather data on learning slogans and posters. This aimed to understand how advertising texts, slogans, and posters are taught and their relevance to the research, ultimately relating to teaching materials for junior high school students.

RESULTS & DISCUSSION

Result

The microstructure dimension is divided into three aspects: semantic aspects, syntax, stylistics, and rhetoric, which have a purpose in each element. Here, the author presents the

microstructure analysis results, which consist of semantic, syntactic, and stylistic elements. Here, the author presents the analysis results based on these aspects of the slogans and posters of legislative candidates for Hapri Sianturi.

a) Semantics (Setting, Detail, Intent, Presumption)

In the following, the author will present the results of the analysis and review of semantic aspects, including the dimensions of setting, details, purpose, and presumption in the slogan of legislative candidate in 2024 Hapri Sianturi.

(1) Setting

The setting in the slogan determines the direction of the legislative candidate's vision and mission in determining the goal if elected as a legislative member. The background of the slogan of legislative candidate Hapri Sianturi is found in the uploaded data and Instagram captions of Hapri Sianturi.

- (1) *Let us give them the love, guidance and opportunities they need to develop into a wise, courageous and impactful generation.*
- (2) *We must protect and fight for their rights in education and health.*
- (3) *Hello everyone! I am Hapri Sianturi, a DPRD Dapil 5 Depok City candidate with a heart full of dedication to serving the people in my beloved region.*

Data (1) and (2) show how the legislative candidate for 2024, Hapri Sianturi, provides an overview and views on the benefits of education for children and the nation. In addition, data (3) also states a view and expresses how Hapri Sianturi's vision as a legislative candidate for DPRD Dapil 5 Depok City is to ensure that every citizen has access to quality education and equitable health.

(2) Detail

Hapri Sianturi controls slogans or information related to the desired vision and mission. Through the element of detail, Hapri Sianturi shows the spirit and direction of his vision and mission of running to become a legislative candidate in 2024 in the form of Instagram posts and captions. The following data can be used as a reference to determine the details of Hapri Sianturi's Instagram upload slogan.

- (4) *With education, we can change the world for the better. I want Depok, especially Tapos and Cilodong, to produce young people who can change the world.*

- (5) *My vision is to create an inclusive, empowered and forward-looking society. I want to ensure every citizen can access quality education and equitable health services.*
- (6) *This is what I stand for. If I am elected, I will improve it. This is my vision and mission. I believe in it. I am committed to it. Thank you!!!*
- (7) *I, Hapri Sianturi, am ready to fight to represent your voice and aspirations in the legislature. Let us build a more prosperous, inclusive, and empowered region together!*
- (8) *Maximizing the ease of access to health, especially health insurance, is one of my determinations to improve this health service.*

In data (4), (5), (6), (7), and (8), Hapri Sianturi's statement about his desire or vision and mission and the direction of the goal of running for a legislative candidate is to improve education and health problems. It is associated with issues that occur in the community. Based on these data, it can be seen that Hapri Sianturi wants to provide a positive image in describing himself as a legislative candidate in 2024 who focuses on the world of education and health in the community by revealing a fact that has become unrest in the community and expressing promises of fulfillment if elected as a legislative member in 2024.

(3) Intent

The purpose aspect is related to the detail aspect. The purpose aspect will explain the information that benefits the writer directly and clearly. However, harmful information will be disguised or hidden by the author. The intent element in the sentence proposition in the slogan intends to provide convenience to readers regarding the direction of the author's goals, vision, and mission. The intent element focuses on presenting information explicitly and implicitly in the form of slogan expressions or the intentions of the legislative candidates' utterances. The intent element can be shown in the following data findings.

- (9) *Hello everyone! I am Hapri Sianturi, a candidate for the Depok City DPRD electoral district 5, with a heart full of dedication to serving the people of my beloved region. My vision is to create an inclusive, empowered and forward-looking society. **I want to ensure every citizen can access quality education and equitable health services.***
- (10) *If I am elected, I will improve it. This is my vision and mission. I believe in it. I am committed to it. Thank you!*
- (11) *I believe that health and education are solid foundations for the progress of a nation. I will fight for budget allocations and support innovative programs encouraging*

academic excellence and practical skills. Together, let us make Tapos and Cilodong as qualified cities!!!.

Based on data (9), (10), and (11), the author implicitly and explicitly states the purpose or intention to fight for education and health for the people of Tapos and Cilodong. Data implies that Hapri Sianturi considers or has an opinion about access to education and health, which he deems not high quality and equitable for the community.

Furthermore, Hapri Sianturi displays information implicitly or explicitly in data (10) on problems in the health sector, namely in health insurance services, based on public recognition of differences in services for those who use health insurance cards. The problems that occur in the community connect with the intention of Hapri Sianturi's vision, mission, and direction of purpose in fighting for and improving the system if elected as a legislative member.

In data (11), the author provides information explicitly about the promise of fulfillment if elected as a legislative member in 2024. The promise is based on citizen complaints and problems related to education and health in the community in data (9) and (11), which are explicitly or implicitly about the issue of education and health budget allocations.

(4) Presupposition

The presupposition aspect contains statements that can be believed to be accurate, so they do not need to be asked again. This is almost the same as the purpose of the background aspect, which seeks to support the author's opinion by providing background. However, the presupposition aspect provides a more believable truth. The presumptions in the data of Legislative candidate Hapri Sianturi's slogan on Instagram uploads can be analyzed as follows.

(12) *Technology has become the key to unlocking the door of knowledge for the younger generation. Bringing about change in education by utilizing technology is essential to a smarter and more competitive future.*

Using the words *key* and *door* of knowledge gives the younger generation an impression of the relationship between technology and education. Hapri Sianturi, as the author, assumes that the implementation of technology and education is an inseparable

unity, which is described as a key and a door that needs each other. Therefore, Hapri Sianturi thinks technology is crucial in fostering the younger generation's understanding, creativity, and leadership.

(13) *...Norway has been a journey full of knowledge that I have visited. An easy learning system, free fees, adequate hospital facilities, and low costs are my determination to change @depok, especially @infotaposdepok and @infocilodong, to get quality facilities, both in education and health.*

Data (13) includes presumption aspects stated by the author to the reader concerning Hapri Sianturi's views and assumptions, which state that Norway has an easy learning system, free fees, adequate hospital facilities, and low costs. However, this assumption is only based on one-sided thinking by Hapri Sianturi. It is included in opinion, not necessarily the same thing as what other people think or think.

(14) *By breastfeeding, we provide a solid foundation for our children's growth and development, helping them to become outstanding students.*

The use of the word *foundation* gives a strong and sturdy impression. This is in accordance with Hapri Sianturi's slogan statement that breastfeeding is one of the solid and sturdy foundations for children's growth and development to help them become outstanding students. This is a presumption because the statement is the author's opinion conveyed in the upload of Hapri Sianturi's slogan subtitle on Instagram, which considers that breastfeeding makes students excel. However, this statement does not necessarily follow other people's assumptions regarding breastfeeding being able to become an outstanding child.

(15) *Good morning. Best wishes to all of us. Education is the life of every young generation so that they can participate in building a more advanced country. Let us together contribute to building adequate and quality education services for this nation's next generation. I am Hapri Sianturi. Thank you.*

The word *life* has a fundamental and central assumption, which the author Hapri Sianturi uses to describe the importance of education for the younger generation in building the nation. So, in this case, the author assumes that strengthening quality and adequate education services will make the nation more advanced.

b) Syntax (Sentence Form, Coherence, Pronouns)

In the syntactic aspects of Legislative candidate Hapri Sianturi's slogan, syntactic elements include aspects of sentence form, coherence, and pronouns. The researchers present an analysis of these three elements on Hapri Sianturi's *Instagram* social media, as follows.

(1) Sentence Form

Sentence form is related to the principle of causality, which is a logical way of thinking. The emphasis of sentence form lies in the active-passive or deductive-inductive sentence structure. Then, the element considered necessary is generally placed at the beginning of the sentence. The following is the data from the slogan uploaded to Hapri Sianturi's Instagram.

- (16) *We honor the services of heroes who have fought for independence and freedom. On Technology Awakening Day, let us reflect on how advanced technology can be a real effort to strengthen national defense and security.*
- (17) *I want Depok, especially Tapos and Cilodong, to give birth to a young generation that can change the world.*
- (18) *I will maximize services, especially in education and health.*
- (19) *We must fight for their right to be able to study and get proper health services.*
- (20) *We can achieve our full individual potential and build a smart, strong and sustainable society toward a brighter future.*

Based on this data, it can be concluded that a person becomes the subject if a sentence has an active form, and vice versa; a person will become the object of the statement if the sentence is passive. The verb respect marks an active form in the data presentation sequence (16).

The same is true with the order of presentation (16), as well as the data of order of presentation (17), (18), (19), and (20). The five data above use the subjects we and I located in the first word. It can be interpreted that Hapri Sianturi wants to emphasize the subject, which is none other than the author and the community as supporters of the vision and mission. The verb want characterizes the active form of presentation order data (17). In this case, the writer plays a role and is involved in the sentence with the reader to create a smart young generation, especially in the Tapos and Cilodong areas.

This is the same as data (18), which uses an active sentence form marked with the verb maximize. In this case, the writer wants to give trust to the reader by using the

word I at the beginning of the first word. Then, in data (19) and (20), it is the same as using the active form marked with the verbs fight for and achieve. Data presentation order (16), (17), (18), (19), and (20) are consistent statements, because the author can place himself as part of the community or reader by constantly emphasizing the active form with the subjects “we” and “I”. This gives the impression that the author can be part of the community or reader by constantly emphasizing the active form with the subjects “we” and “I”. This gives the impression that Hapri Sianturi wants to place himself among readers or society by carrying the vision, mission, and enthusiasm in respecting, wanting, maximizing, fighting for, and achieving every promise of Hapri Sianturi's fulfillment in campaigning.

(21) *When education and health are prioritized, we create a society that is smart, prosperous, and full of potential.*

In the data presentation sequence (21), a passive sentence form is characterized by the verb prioritized. In this verb, Hapri Sianturi wants to emphasize the subject in the campaign slogan statement, namely, education and health. Therefore, the author makes passive sentences to give prominence to the sentence's subject.

(2) *Coherence*

Coherence is the relationship between words or sentences in a word. Coherence itself connects two different facts and becomes a new unit of fact by being connected by a conjunction. Coherence also means a harmonious reciprocal relationship between elements in the sentence. In line with this statement, Inayah (2022) argues that coherence is the integration and continuity between units in a text or speech.

The coherence aspects found in Instagram uploads on the 2024 legislative candidate Hapri Sianturi's slogans are the words *because* and *but*. The following data is analyzed based on Hapri Sianturi's Instagram uploads.

(22) *Their rights to education and health must be protected and fought for. **Because** the future of this country is in their hands.*

(23) *Health is not merely the absence of disease **but** also a state of complete physical, mental, and social well-being.*

(24) *Health is the most valuable investment **because**, with it, we can achieve everything in life*

- (25) *Public health services are not just about curing but also empowering to prevent. Not just about illness **but** a state of physical, mental, and social well-being.*
- (26) *Together, we raise awareness about health and healthy lifestyles **because** prevention is the key to a better quality of life.*
- (27) *Health is not just a state of body **but** also a state of mind.*

In the data (23), (25), and (27), the conjunction "but" is used. The purpose of this conjunction is to indicate a contrast to a previous statement. By using "but," the writer, Hapri Sianturi, aims to emphasize the second statement to the readers or the public. This technique is intentionally employed to instill confidence in the statements made by Hapri Sianturi, a candidate for the 2024 legislative elections. Additionally, the author includes the statements in data (23) and (27) to further convince the readers of Sianturi's assertions. Furthermore, the conjunction "because" appears in data (22), (24), (26), and (27). It establishes a causal relationship between the statements presented in the slogan posts of the 2024 legislative candidate, Hapri Sianturi.

(3) Pronouns

In the slogan uploads and campaign videos of the 2024 legislative candidate Hapri Sianturi, some aspects use personal pronouns, namely they, me, and us. The pronoun element is found in Hapri Sianturi's slogans and campaign videos uploaded on Instagram. The following data appears in Hapri Sianturi's campaign video or slogan uploads.

- (28) *...I will fight for budget allocations and support innovative programs encouraging academic excellence and practical skills. Together, let us make Tapos and Cilodong as qualified cities!!!.*
- (29) *Let us support the in-depth application of technology in education so that our young generation is ready to face future challenges with strong understanding, creativity, and leadership.*
- (30) *I think the best investment we can make is to preserve and maintain our health so that we can reach our full potential in life.*
- (31) *...They don't get genuine service. Even though they also pay health insurance, they pay the insurance company.*
- (32) *I think the best investment we can make is to protect and maintain our health so that we can reach our full potential in life.*

The use of first person plural pronouns “we” in data (28), (29), and (30) shows that the author wants to position himself as equal to the community in fighting for and realizing better education and health for the community. Then, to represent himself or his own opinion and represent the ideas conveyed to the reader and represent the vision and mission achieved, the author uses the first person singular pronoun I, as in data (28), (30), (31), and (32). Then, the use of third-person plural pronouns in data (32) shows the subject or refers to people who do not get unfavorable services by using health insurance cards and those who feel disadvantaged by using health insurance cards.

c) Stylistics (Lexicon)

The lexicon aspect signifies the choice of words used by the author over the various possible words available. There are aspects of the lexicon in the Instagram slogan upload of 2024 legislative candidate Hapri Sianturi.

(33) *Good morning. Best wishes to all of us. Education is the life of every young generation so that they can participate in building a more advanced country.*

Data (33) has a lexicon aspect related to personification. Personification itself is a language style that describes inanimate objects as living beings. In this case, the author likens education to life so that the younger generation can participate in building a more advanced country. The use of these words is to attract readers' attention when reading slogans or promises of fulfillment from legislative candidate Hapri Sianturi.

(34) *...I want the city of Depok, especially Tapos and Cilodong, to produce young people who can change the world.*

Data (33) is also the same as data (34), which provides lexicon aspects based on personification, which states that Depok in the Tapos and Cilodong areas can give birth to a young generation that changes the world, the word giving birth being one of the lexicon aspects with personification diction in the use of written speech in Hapri Sianturi's Instagram upload slogan. Then in data (34), some words are hyperbolic or describe something excessively in the sentence of the young generation who can change the world. The phrase “changing the world by the younger generation” shows that the author exaggeratedly describes the younger generation who can change the world.

The author's use of personification and hyperbole language styles is not without reason, which is one of the efforts used by legislative candidates to attract the attention of readers or the public so that the vision and mission or fulfillment of promises can be conveyed to readers interestingly and clearly. In addition, using the lexicon can give a weighty impression to the reader about the enthusiasm and optimism in conveying the vision, mission, and promises that will be fulfilled when campaigning.

(35) *(35) With cheers and laughter, the players clashed in skill and spirit. The wooden table tennis pens lit up like fast-moving stars, creating a breathtaking spectacle. Around the court, the public also got involved in the vibrant atmosphere. They supported and applauded loudly, witnessing the great togetherness on that clear night.*

Then, the data presentation sequence (35) shows how the author can attract readers' attention through Instagram uploads in his subtitle, which responds to activities that occur in the community. In this case, the author tries to convey sentences with beautiful and interesting diction so readers can be carried away by the atmosphere of writing the subtitle and feel how the atmosphere occurs. Based on data (35), there are aspects of simile, personification, hyperbole, and connotative.

(36) *Technology has become the key to unlocking the doors of knowledge for the younger generation. Bringing about change in education by utilizing technology is an essential step toward a smarter and more competitive future.*

d) Rhetorical (Graphic)



Figure 1. Campaign Poster and Slogan for 2024 Legislative Candidate Hapri Sianturi, S.T. (Gerindra Political Party)

Graphic Elements are elements that the writer uses to check what is emphasized. The writing of graphic elements is made different from the writing of other sentences to attract the

reader's attention. In this element, there will be aspects that are highlighted or emphasized by the author that can be observed from the text (Saptaningsih et al., 2023). The use of capital letters, bold letters, and images that support the meaning of a sentence is one aspect that attracts readers to know the meaning of the slogan the legislative candidate conveys. This can be seen from the data in the slogan upload on Hapri Sianturi's Instagram as follows.

(37) *Thank you for the support that the community has given. I will do my best so that Depok, especially Tapos and Cilodong, will be developed. Prabowo president!!!! Hapri is elected!!!*

In the data presentation order (38), the author uses an exclamation point at the end of the sentence: “Prabowo president!!!! Hapri was elected!!!”. The sentence shows support and enthusiasm for becoming a people's representative as a legislative candidate in 2024. The word “Prabowo president!!!!” shows that Hapri Sianturi supports Prabowo as president, and this is based on the political party that oversees and supports Hapri Sianturi as a legislative candidate in 2024.



Figure 2. The Learning Process of Advertising Texts, Slogans, and Posters in Grade VIII Using Slogans and Posters for Legislative Candidates in 2024

Based on the interview results, it can be concluded that the slogan texts on the 2024 legislative candidates' posters, uploaded on each candidate's Instagram, can be used as a learning medium for writing advertising texts, slogans, and posters. The text, social context, and social cognition dimensions of these posters and slogans are relevant to the independent curriculum in Indonesian language learning, which emphasizes language skills such as listening, speaking, reading, and writing. The slogans and posters of the legislative candidates have several advantages: they capture students' attention and motivate them to understand the linguistic aspects present in

the posters. This is due to the posters' images, attractive colors, and engaging sentences inviting readers to understand the candidates' promises, vision, and mission. With these advantages, educators can use the 2024 legislative candidates' posters as learning tools. The posters' contents include persuasive or declarative texts that can serve as effective teaching materials for writing advertising texts, slogans, and signs. These materials are interesting and relevant to Indonesia's current political dynamics, helping students engage with and comprehend the learning material presented by their teachers.

Discussion

In this study, Teun van Dijk's model of critical discourse analysis is divided into three dimensions: text, social cognition, and social context. These dimensions shape the slogans and posters of 2024 legislative candidates, as discussed in the analysis. The text dimension involves the macrostructure, superstructure, and microstructure. The macrostructure focuses on the themes of hope, vision, mission, and promises made by the candidates. The texts are organized sequentially at the superstructure level, starting with introductory slogans or jargon, followed by core messages of hopes and promises, concluding with the candidates' identities and summaries of their commitments. The microstructure includes linguistic aspects such as semantics, syntax, style, and rhetoric. Semantically, the slogans and posters are designed to clearly convey settings, details, purposes, and assumptions.

The candidate's knowledge, opinions, attitudes, and ideologies influence the discourse in the social cognition dimension. The creation of slogans and posters relies on the authors' deep understanding of societal issues, ensuring that the messages are not just claims but also contain substantial information. Opinions should be structured to garner broad support, and a thorough grasp of political ideology helps to articulate the candidates' values and visions. Ideological symbols and phrases can enhance the candidates' political identities. The social context dimension, involving power and access, is crucial in shaping perceptions and influencing the audience. Understanding these aspects provides a comprehensive view of how candidates can effectively gain support and influence readers.

CONCLUSION

The results of research and discussion show that the microstructure aspects of the 2024 legislative candidate Hapri Sianturi consist of semantic aspects consisting of background, details, purpose, and presumption. Furthermore, the syntactic aspect includes sentence form, coherence, and pronouns. The microstructure consists of stylistics (lexicon) and rhetoric (graphics). Based on

the results of microstructure research on slogans and posters of legislative candidates in 2024, Hapri Sianturi has used a complete structure in accordance with Teun van Dijk's critical discourse model consisting of vision and mission, intentions, and expectations conveyed by legislative candidates to readers to influence and attract readers' attention. Then, the sentence proportions in Hapri Sianturi's slogan provide convenience to readers about the direction of the author's goals, vision, and mission. In some aspects, legislative candidates convey messages and goals to run for legislative candidates in 2024 explicitly and implicitly. Based on the results and discussion, it can be concluded that educators can utilize posters of legislative candidates in 2024; the contents of the posters contain slogan texts containing persuasive text or declarative text so that they can become learning media for writing advertising texts, slogans, and posters that are interesting and relevant to the current political dynamics of Indonesia so that students are interested and understand the learning material delivered by the teacher. The advantages that exist in the use of posters of legislative candidates in 2024 as learning media today are relevant learning and can add to the attractiveness of students because they can know by using the social media they have.

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