

Semantic Strategies of Political Language of Presidential Candidates in the 2024 Presidential Election

At the Vision and Mission of Presidential Candidates in the First Debate 2024

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ABSTRACT: The semantic strategies employed by presidential candidates during the 2024 Indonesian presidential election are investigated in this study. The crucial role played by political language, particularly at the semantic level, in shaping public perception, constructing political identities, and influencing voter behavior is emphasized. A qualitative descriptive method is used to analyze the speeches, debates, and public statements delivered by the major candidates. Key semantic strategies, such as ambiguity, metaphorical expressions, euphemism, and framing techniques, are focused on in the analysis. It is revealed that meanings are strategically manipulated by candidates to strengthen their image, align with voters' values, and diminish the credibility of their opponents. It is highlighted that semantic choices are not merely regarded as linguistic phenomena but are deeply intertwined with political objectives and rhetorical effectiveness. A deeper understanding of the relationship between language and power in contemporary political discourse is contributed by this research.

KEYWORDS: Semantic Strategies, Political language, Indonesian Presidential candidates, 2024 election.

1. INTRODUCTION

The strategy of using political language by presidential candidates in Indonesia reflects a variety of complex and dynamic social facts. To gain support from a multicultural and plural society, candidates often use inclusive language and cultural symbols that reflect Indonesia's ethnic and religious diversity. The language tends to be populist, simple, and easy to understand to reach voters from various socio-economic backgrounds and is often adapted to local norms and values to gain moral legitimacy. With the increasing influence of digitalization, the use of social media has become crucial, where presidential candidates use more informal and interactive language to attract the attention of a more digital-savvy younger generation. In competing ideologies and demographic changes, the rhetoric used reflects an effort to balance progressive and inclusive messages with traditional issues that remain relevant to society at large, while overcoming the challenges of social polarization.

The literature that has been studied regarding the political language of presidential candidates in Indonesia includes analysis of populist rhetoric, the use of social media in political campaigns, and communication strategies targeting various demographic segments such as the younger generation and ethnic groups. Research has shown how political language is used to build image, convey inclusive messages, and influence public perception through narratives that touch on local and national issues. However, there are still gaps in the literature that have not been studied much, such as the long-term impact of the use of political language on social polarity, as well as the effectiveness of various language strategies in the context of areas less accessible by digital media. In addition, there needs to be a more in-depth study of the comparison of the use of political language between candidates from various parties, as well as how the interaction between political language and economic dynamics affects voter preferences in Indonesia.

The purpose of research related to the semantic strategy of the political language of Indonesian presidential candidates in 2024 is to analyze how presidential candidates use word choice and sentence structure to build effective political narratives and influence public perception. This research aims to identify semantic patterns used to garner support from different demographic and ethnic groups, as well as understand how political rhetoric adapts to contemporary issues such as digitalization, climate change, and social inclusion. In addition, this study aims to evaluate the impact of inclusive versus exclusive language use, as well as how political language can strengthen or dampen social polarization in an increasingly fragmented society. Through this analysis, the research is expected to provide in-depth insights into the effectiveness of political communication strategies and their contribution to the dynamics of presidential elections in Indonesia. The semantic strategy of political language used by Indonesian presidential candidates can significantly influence public perception, strengthen support, and create polarization or unity among voters.

2. THEORETICAL STUDY

The use of semantic strategies in political language by presidential candidates has been a key focus in recent and past studies. Mufidah (2017) and Sari (2017) both highlight the importance of these strategies in winning elections, with Mufidah specifically noting the use of various campaign approaches and the alignment with the President's program. Bria (2022) and Uyun (2016) further explore the role of political parties and the challenges faced by incumbent candidates, respectively, in the context of these strategies. These studies collectively underscore the significance of semantic strategies in political language and their impact on electoral success. The most reliable and effective communication tool in living together in a society is language. Humans use language in their daily lives. Language is very important in all human life. If the use of language can be minimally understood according to the intent and purpose of the speaker, then the language has achieved the goal of conveying a message in communication. In official conditions, all discussions must follow certain patterns (Purwanti, 2020). In studying and intending certain goals in communicating both orally and in writing, the main context that speakers need to pay attention to is the language goals so that they can be achieved. Spoken language and written language together and continuously have a huge influence on all human life. Often, in spoken language, when heard by listeners, the meaning becomes biased, likewise, if written language is read by someone, the meaning also becomes biased because the reader does not understand what is implied and written in the writing (Meinawati, Rahman, Harmoko, 2020).

In other words, the logic of thinking properly and correctly can deviate from the true meaning of the words or sentences that are created in the form and content of the written or repeated speech of the spoken language intended by the speaker and writer. Language is a means of communicating. Adolf Huala stated that language is also a means of conveying opinions and arguments to other parties (Apriyanto, 2022). Because of this, Keraf stated that language has an important social role in communicating with the wider community (Satria, 2021). In the communication process, a communicator or communicant needs language skills in order to understand the content of the conversation in communication.

The research on the political language of American presidential candidates is a complex and multifaceted topic. Sani (2012) and Khoirunnisa (2017) both explore the dynamics of American politics, with Sani focusing on the intense competition in the 2012 election and Khoirunnisa analyzing the US response to India's nuclear development. Sani (2014) further delves into the significance of President Obama's visit to Malaysia, highlighting the importance of international relations in American politics. Lastly, Nurkholisoh (2011) provides a critical analysis of media discourse on Barack Obama as a presidential candidate, shedding light on the role of media in shaping political narratives. These studies collectively underscore the intricate interplay of domestic and international factors in American political discourse.

The use of political language in the context of presidential candidate contests is a complex and multifaceted issue. Yaacob (2013) suggests that the readiness and consistent party involvement of a candidate are crucial factors in the election process. This is further complicated by the role of the Constitutional Court in resolving disputes, as highlighted by Saldy (2021). The use of language in political advertising, particularly in the context of regional elections, is explored by Maulida (2018), who identifies violations of language use regulations. Lastly, Makkatuo (2017) discusses the role of students in the political development of a region, emphasizing the need for greater synergy between students and the government. These studies collectively underscore the importance of language use and political readiness in the context of presidential candidate contests.

Language is always subject to its users. This is where the language aspect plays a very important role in communication. Language and communication have a very close relationship. The relationship between the two is reflected in the definition of language according to linguistic formulations and communication reviews, namely language as a tool or communication medium used by humans in interacting with each other. On the other hand, communication requires media, namely language. (Noermanzah et al., 2017). The language or communication tools used in political speeches have had many special studies. However, there are three aspects that need to be followed up as part of this research, namely, phrase analysis, sentiment, and framing analysis. A phrase in a political speech is a linguistic unit that includes one or more words used to convey a particular idea or message in a political context. In the context of semantic analysis of political speeches, these phrases are often the focus of research because they can reflect the vision, mission, and values that presidential candidates want to convey to their audiences. These phrases can also be an indicator of the issues political candidates or leaders consider important, as well as provide insight into how they seek to influence public opinion. Thus, phrases in political speeches play an important role in political communication and can influence people's perceptions and attitudes toward certain leaders or political parties. (Fauzi & Sabardila, 2023)

In addition, in analyzing sentiment in political speeches, it is the speaker's political beliefs or goals. This sentiment can vary, ranging from strong optimism about the future, and disappointment with certain policies or situations, to empathy for the needs and interests of society (Chandra Wiguna et al., 2022). In the context of political speeches, framing can include the use of distinctive language, the choice of topics or issues to be highlighted, as well as the narrative or story used to convey a political message. (Wibisono, 2021).

3. RESEARCH METHODS

This research uses descriptive qualitative methods. This research will describe the political language conveyed by presidential candidates in the 2024 general election. The data for this research is in the form of a video transcript of the first presidential candidate debate on December 12 2024 in the segment conveying the vision and mission of the presidential candidates.

4. RESULTS

In analyzing the content of the text of the speech in the first debate of the presidential candidates in the 2024 presidential and vice presidential elections, it was adjusted to the focus discussed, namely analyzing frequently used phrases, then carrying out sentiment analysis and framing analysis conveyed by each presidential candidate in conveying their vision and mission. .

1. Analysis of semantics phrases frequently used by presidential candidates in their vision and mission during the first debate

In this analysis, researchers identified keywords and phrases that represent the main topics highlighted by each presidential candidate and evaluated how often and in what context these words were used.

a. Presidential Candidate Anies Baswedan

The phrase "rule of law" This phrase is often used to emphasize the importance of making law the main basis for regulating national and state life. The text of the speech is as stated in the following speech; ***"The rule of law places law as the main reference to ensure a sense of justice, provide benefits and provide certainty to all.*** Apart from that, in the opening keynote of Anies Baswedan's speech, he again stated the following; ***This country is a country of law, not a country of power. In a legal state, power is regulated by law. In a power state, the law is regulated by the ruler. and we don't want that to happen. At this time, if we look at the law, it should be like this. This is the law, in reality, it is crooked, it is sharp down, it is blunt up.*** Phrases such as "the rule of law" contain the meaning that "law is the main reference," "this country is a state of law," and "the spirit of state life that places law as the highest place" highlights the role of law in ensuring justice and certainty.

Based on the transcript of his first speech, presidential candidate Anies Baswedan emphasized the importance of making law the main basis for regulating national and state life. Phrases that reflect this intent can be seen in phrases such as the following; ***"state law," "law as the main reference," and "the spirit of state life that places the law as the highest place"*** Presidential candidate Anies Baswedan consistently highlights the role of law in ensuring justice, usefulness and certainty for all citizens. The use of this language in the context of political speeches shows commitment to the principles of the rule of law and the struggle for justice and legal certainty for all people.

"Change" Phrase The phrase that shows the change in Anies Baswedan's speech is: as stated in the following phrase; 1. ***"but what happened? Many rules are bent according to the interests of those who hold power. Will this continue?? No. This must be changed, this must be restored."***2. ***"That's why we see that we must return to this change."*** 3. ***"This condition must not be ignored, it must not be allowed and must change. Therefore we are pushing for change, returning the law to be upright for everyone."*** 4. ***"Will this condition be tolerated? No, we have to make changes."*** 5. ***"Will it be allowed? No, this must change."*** 6. ***"That's why we dedicate ourselves, are here to commit. That from the top to the bottom we will enforce the law on anyone."*** 7. ***"We will restore the spirit of state life which places the law as the highest place."*** All of these phrases show a commitment to changing situations that are not in accordance with legal principles and ensuring the upholding of justice. And emphasize the importance of making changes in the legal order and government systems that are deemed not in accordance with correct legal principles.

The phrases often used in Anies Baswedan's speeches are 1. ***"State law"***2. ***"We must return to change"*** 3. ***"The government must make changes"***4. ***"Return the law to be upright for all"***5. ***"We have to make changes"***In these phrases there are phrases that might reduce voters' sympathy for Anies Baswedan, namely: 1. ***"Many rules are bent according to the interests of those who hold power"*** - This phrase can give the impression that Anies Baswedan is blaming other parties for existing problems, without providing a concrete solution. 2. ***"Will this condition be tolerated? No, we have to make changes"*** - Even though he expressed a desire to make changes, it was not accompanied by concrete steps or action plans that could trigger voters' doubts about Anies Baswedan's ability to make changes. 3. ***"We are currently witnessing events like the Ibu Mega incident"*** - Despite mentioning cases of violence against specific individuals, there is no explanation or concrete plan to prevent similar incidents in the future, which may cast doubt on the effectiveness of Anies Baswedan's policies in dealing with security and justice issues.

b. Presidential Candidate Prabowo Subianto

In the text of Presidential Candidate Prabowo Subianto's speech, there are several phrases and keywords that can be identified as Prabowo Subianto's main focus in his vision and mission. Key phrases and words that are often used in speeches are found to have an impact on electability because they are caused by choosing the right phrases that are easy for potential voters to understand. The phrases often used by Prabowo Subianto are as follows; 1. ***"The Importance of Law, Human Rights, and Eradicating Corruption:"*** Prabowo emphasized the importance of placing law, human rights, improving government services, and eradicating corruption as very important things in his vision and mission.2. ***"Defense of Democracy, Law and Human Rights:"*** He expressed his determination to risk his life and soul to defend democracy, law and human rights.3. ***"Critical of Shortcomings but Grateful for Indonesia's***

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Conditions.” Despite being aware of shortcomings, Prabowo emphasized that Indonesia is still relatively safe and peaceful compared to other countries hit by war and riots. 4. “Repairing and Eradicating Corruption:” He promised to fix what needs to be fixed, enforce what needs to be enforced and is determined to eradicate corruption from its roots. 5. “The Need for Unity and Integrity:” Prabowo stressed the need for unity and oneness among various ethnic and religious groups in Indonesia, and called for not inciting, criticizing or insulting each other, for the good of the people.

The impact of his electability in winning the presidential election contest can be influenced by the extent to which these messages are accepted and believed by the public. These messages demonstrate a commitment to democratic principles, the rule of law, and eradicating corruption, which can attract voters who care about these values. Additionally, messages about unity and oneness can also appeal to voters seeking stability and social harmony. However, the impact also depends on how these messages are communicated and understood by society at large. The choice of words that are simple and can be understood by the majority of voters in Indonesia is a particular advantage for presidential candidate Prabowo Subianto in influencing voters. Voters who understand what their presidential candidate conveys semantically are deeply internalized and impressed on the voters' hearts because what is conveyed is easily understood.

c. Presidential Candidate Ganjar Pranowo

Ganjar Pranowo's speech contained in the phrase “*Building an Indonesia that is Caring and Just*” semantically aims to understand the views and commitment to the importance of public services, education, equality, democracy, and eradicating corruption in building a better Indonesia. The phrase “**Humanity and Public Service**” Ganjar Pranowo highlighted the importance of caring for the Indonesian people, with an emphasis on health and education services. In this context, he gave the example of a priest who learned from YouTube to help a mother who was about to give birth because of the lack of health facilities. Semantically, it shows that Ganjar Pranowo emphasized that it is important for the government to listen and respond seriously to the needs of the people. In the phrase “**Teacher Wellbeing and Education**” Ganjar Pranowo emphasized that teachers are crucial and must be the government's main concern in running the government. The role of teachers is key in developing superior human resources. He proposed providing incentives to teachers, including religious teachers and emphasized the importance of education that includes moral values and religious moderation. Semantic analysis highlights Ganjar's commitment to improving teacher welfare and improving the education system to be more inclusive and inclusive. The phrase “**Job And Internet Access**”. Ganjar discussed the gaps that exist in access to work and the internet in various regions in Indonesia, especially for the younger generation. He is committed to providing free internet access for students and paying attention to the needs of young people outside Java. Semantic analysis shows that Ganjar Pranowo is aware of the importance of information technology in education and career development, as well as the need to overcome this access gap. **Empowerment and equality**” is also the dominant phrase in this speech. Ganjar highlighted the importance of empowering people with disabilities. The phrase “**Corruption Eradication**” Eradicating corruption is the last important theme in this speech. Ganjar highlighted the importance of a clean and firm government in fighting corruption. He emphasized the need for a government that is accommodative and serious in dealing with corruption. Semantic analysis shows that Ganjar Pranowo understands that corruption is the main obstacle to development and that eradicating corruption must be a top priority for the government. Partnerships in government were also highlighted in this speech. Ganjar acknowledged the role of his partner, Pak Mahfud, in carrying out government duties. He called for people's support to implement the proposed programs. Semantic analysis shows that Ganjar Pranowo realizes the importance of collaboration and community support in efforts to advance Indonesia.

Overall, the semantic analysis of Ganjar Pranowo's speech reveals a strong commitment to human values, empowerment, equality and quality public services. This speech also highlights the challenges facing Indonesia and the commitment to overcome them through concrete steps. Thus, this speech is not just rhetoric but is also a call for real action in building a better Indonesia for all its citizens.

2. SEMANTIC ANALYSIS OF THE ASPECT OF "SENTIMENT OF PRESIDENTIAL CANDIDATES IN CONVEYING THEIR VISION AND MISSION IN THE FIRST DEBATE BASED ON CONTEXT TEXT TRANSCRIPT OF SPEECHES DELIVERED

a. Presidential Candidate Anies Baswedan

The sentiment aspect is an important part to be analyzed in this research. In the speech delivered by Anies Baswedan in the first debate, negative, positive, empathetic, optimistic and solidarity sentiments were shown and semantically they can be analyzed as follows; Negative Sentiment towards the phrase “**Unlawful Power**” Anies used strong and firm language to describe his disappointment with the abuse of power. He uses phrases like “**rules are bent**” and “**interests that hold power**”, providing a clear picture of the injustices that occur in the system. then, through the use of words like “*crooked*” and “*sharp down, blunt up*”, Anies highlighted how distorted and unfair the application of the law is. Positive Sentiment Towards the Principle of the Rule of Law Anies emphasized the importance of the principle of the rule of law by using the contrast between the rule of law and the state of power. He explained that the state of law is where power is regulated by law, which emphasizes the principle equality before the

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law for all citizens. In addition, the use of the phrase **"places the law as the highest place"** reflects Anies' commitment to ensuring that the law is the main foundation in running the country. Sentiments of Empathy towards Victims of Violence and Violence against Demonstrators. Anies showed empathy for victims of violence, both victims of domestic violence and activists fighting for justice. He used concrete examples, such as the cases of Ibu Mega and Harun Al Rasyid, to convey the urgency of protecting human rights. Anies also uses words like **"care for those who are marginalized"** and "confronting violence" to reinforce its message of empathy for vulnerable groups. Optimistic Sentiment Towards Change. Presidential candidate Anies Baswedan, despite highlighting the injustices that occur, Anies expressed optimism about the possibility of change. He stressed his commitment to improving conditions and ensuring fair application of the law for all. Anies also uses words like **"encourage change"** and **"we note this as fundamentally halal"** which shows Anies' positive attitude towards the changes he wants. Solidarity Sentiment towards Vulnerable Groups. Anies shows solidarity towards vulnerable groups such as women who are victims of violence and activists fighting for justice. He emphasized the importance of support and protection for them in a fair legal system. The use of the phrase **"present to make a commitment"** reflects Anies' determination to support and protect the rights of vulnerable groups. From the negative side, the relationship between the emergence of voter antipathy towards Anies Baswedan is as in the following sentence; **"When they express their opinions, when they criticize the government, they are often met with violence. Met with thuds and even tear gas."** This sentence highlights the existence of violence or repression against those who criticize the government, which may occur under the leadership of Anies Baswedan as part of the government. If voters feel that freedom of opinion and criticism is not respected or even suppressed under this government, this could lead to feelings of antipathy towards Anies Baswedan and his government. Concretely, Anies Baswedan succeeded in describing his vision and mission to create a fairer country, where the principles of law and justice are upheld for all citizens.

b. Presidential Candidate Prabowo Subianto:

In Prabowo Subianto's speech, there are many expressions that give rise to positive sentiments which are thought to strongly influence voters' feelings of sympathy and are closely related to Prabowo Subianto's election in the 2024 presidential election. These positive sentiments can be seen in the following sentences; 1. **"We place law, human rights, improving government services, eradicating corruption, protecting all groups in society as something very important."** - Underscores the importance of values such as law, human rights and social justice, which can attract the sympathy of voters who care about justice and the welfare of society. 2. **"We understand, we understand that there are still many shortcomings. But we must be grateful in the midst of a world full of uncertain challenges."** - Showing awareness of the challenges faced by the nation, but still choosing to be grateful and determined to improve the situation, which can create a sense of sympathy and hope among voters. 3. **"Because of leadership. Because of the successful management of the country."** - Attributing Indonesia's success in facing challenges to the country's leadership and management, which may increase sympathy for candidates who promise strong and effective leadership. 4. **"Prabowo Gibran, we will fix what needs to be fixed. We will enforce what needs to be enforced. And we are determined to eradicate corruption from its roots."** - Affirm a commitment to fixing existing problems and eradicating corruption, which is an issue that is important to many voters and can generate sympathy for candidates who promise to act tough on corruption. 5. **"We need coolness, calm, harmony. We are a pluralistic country, we are a country of hundreds of ethnic groups. In various major religions, leaders must be cool, leaders must be mature."** - Underlines the importance of unity, harmony and wise leadership in a pluralistic country like Indonesia, which can attract the sympathy of voters who value values such as tolerance and peace.

In his speech he showed positive sentiments which were represented by positive spirit sentiments such as the phrase "Vision and mission", eradicating corruption and successful leadership", empathy such as; **"Brothers, is there no shortage of time in the midst of 280 million people? But, we must be wise, we must be mature, and we cannot be hypocrites"**. In this sentence, Prabowo conveys his understanding of the shortcomings and challenges in a large society like Indonesia. However, he also emphasizes that a wise and mature attitude is needed in dealing with this situation, showing empathy for the difficulties and needs of the people. Likewise, the sentiment "affirmation of the values of leadership and virtue" is expressed through the following sentence; **"The leader is Ingarso Sungtelodo. Must set an example"**. In this sentence, Prabowo emphasized that a leader must be an example for others, showing good leadership values and virtue in his actions and attitudes. Apart from that, there is also the sentiment of a sense of pride and success as expressed in the sentence; **"Because of leadership. Because of what? Due to successful state management."** In this sentence, Prabowo expresses his belief that Indonesia's success in facing challenges is due to the country's successful leadership and management, which reflects a sense of pride in this achievement. Furthermore, there is also a sentiment calling for unity and tolerance as well as a sentiment of commitment to improvement and development. As in the expression the following sentence; **"Our program is good, our goals are good, our desires are good. Let's do good for our people. We need unity and oneness. We don't need to incite each other, criticize each other, insult each other. For the sake of our people who we love. We need coolness, calm, harmony. We are a pluralistic country, we are a country of hundreds of ethnic groups. In various major religions, leaders must be cool, leaders must be mature."** This emphasizes the importance of unity, kindness, and tolerance in achieving mutual progress.

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Thus, Prabowo Subianto's speech expressed optimistic, proactive, and enthusiastic sentiments in facing challenges and building a better future for the country and its people. Through the use of positive, empathetic, and inspiring language, Prabowo tries to build public support and trust and articulate his vision and mission as a highly committed leader. Such statements could have a significant impact on Indonesia's presidential election, especially if delivered sincerely and convincingly. Expressing readiness to sacrifice and fight for democracy, law, and human rights is important in a political context where these values are considered fundamental to voters.

c. Presidential Candidate Ganjar Pranowo

Each presidential candidate has a different opinion in expressing his speech at the first presidential debate. Ganjar Pranowo in his speech expressed things showing a sense of empathy, openness, legal protection, welfare, equality, and commitment to reform as expressed in the following sentences; 1. *"In Merauke, we found a priest named Pak Leo. He had to help a mother who wanted to give birth because there were no health facilities. And he learned from YouTube, a health right that cannot be obtained."* 2. *"We will build it and we will mobilize all of Indonesia to one village, one community health center or pustu with one existing health worker."* 3. *"We want to build a great Indonesia with superior human resources. But have we paid attention to them? Of course, we must make the progress we have made so far more quickly. More attention and attention must be given."* 4. *"We give them incentives so that they can teach noble character with moderation from existing religions."* 5. *"This note is what prompted our thoughts, free internet for students who are at school. So that they have something in common with all of us in Java."* 6. *"But ladies and gentlemen, I heard that when democratization must take place and we must protect democracy together, there is Mrs. Sinta who, when expressing her opinion, has to deal with the security forces. There was Melki, the Head of BEM, whose mother then had to be examined. So something like this must be finished."* 7. *"The Dayak people are the existing tribes, please involve us so that we can get the same access."* 8. *"All of this can work if the government is clean, the government can only be accommodating, and we brush corruption not with words, with seriousness."* This shows attention and commitment to issues affecting society, as well as efforts to provide better solutions and protection.

Ganjar Pranowo reflects sentiments full of empathy, concern and commitment to improving the conditions and prosperity of Indonesian society. Through the use of firm language and conveying in-depth messages such as in sentences; **We want to build a great Indonesia with superior human resources. But have we paid attention to them? Of course, we must make the progress we have made so far more quickly.** But here On the other hand, there are also negative Ganjar statements that cause voters' sympathy to decrease towards Ganjar Mahfud's running mate as stated in the following sentence; **"Mahfud is my partner who as coordinating minister has executed it well."** This statement was interpreted as causing confusion or distrust among voters, because Ganjar did not fully choose Mahfud MD as his partner explicitly or did not mention Mahfud MD's position in the context of his political partner.

The phrases expressed by Ganjar Pranowo created negative sentiment among voters. Voters are less sympathetic because of the lack of clarity or firmness in the political relationship between Ganjar Mahfud and Mahfud MD. This could raise questions about the stability and strength of their coalition as well as Ganjar Mahfud's seriousness in carrying out their campaign and political agenda. This can influence voters' perceptions of the couple's consistency and commitment in leading and governing.

3. ANALYSIS OF THE FRAMING USED BY EACH PRESIDENTIAL CANDIDATE IN CONVEYING THEIR VISION AND MISSION IN THE FIRST DEBATE

a. Presidential Candidate Anies Baswedan

The framing used in the text of Anies Baswedan's speech provides in-depth insight into how Anies conveys his vision and mission as a presidential candidate. The framing built by Anis Baswedan in his speech created a negative impact for voters which resulted in a lack of sympathy for him as a presidential candidate. These framings are presented as follows **Framing the contrast between the rule of law and the state of power** Anies Baswedan uses this contrast to highlight the importance of maintaining the rule of law. By positioning "state law" as an ideal, he denounced state practices that tended more towards "power state", where political power trumps the law. This framing strengthens the narrative that the law must be a just and stable foundation for society. **Framing Criticism of Corruption and Abuse of Power** Baswedan firmly criticized corrupt practices and abuse of political power for personal gain. In doing so, he portrayed himself as a candidate committed to improving a system that has been eroded by unethical practices. **Framing the Restoration of the Spirit of State Life** This framing emphasizes that to restore public confidence in state institutions, it is important to restore the dignity of the law. This underlines Baswedan's commitment to returning respect to the law as the main foundation for a government with integrity. **Framing Protection for Vulnerable Groups** highlighting the protection of vulnerable groups, Baswedan portrayed himself as a caring and inclusive candidate. The emphasis on protecting millennials, generation Z, victims of domestic violence, and families affected by political conflict shows its sensitivity to social issues that are important to society. Framing Commitment to Fair Law Enforcement Anies Baswedan emphasized his commitment to enforcing the law fairly and equally for all citizens. By including state officials such as ASN, TNI, and Polri in his commitment, he shows that no party is excluded from a fair law enforcement process.

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The framing built by Anies Baswedan in his speech above contains negative framing which reduces the sympathy of the voting public, such as: (1) **"Criticism of the Government and Legal System:"** Anies Baswedan expressed quite sharp criticism of the government and the legal system which he considered crooked and not in accordance with the principles of the rule of law. He highlighted the abuse of power and inaccuracies in the application of laws that lead to injustice in society. (2) **"Depiction of Unsolved Cases of Violence and Death:"** In his speech, Anies Baswedan brought up examples of cases of violence and death that were not resolved fairly, such as cases of violence against millennials who criticized the government and cases of domestic violence that resulted in death. This depiction can give rise to feelings of dissatisfaction with the government's performance in handling these cases. (3) **"Promise of Change and Law Enforcement that Favors the People:"** Anies Baswedan promised change and law enforcement that is fairer and pro-people. He emphasized the importance of restoring the dignity of the state which places the law as the highest thing and emphasized his commitment to upholding the law for everyone, including state officials such as ASN, TNI and Polri.

Although these framings can attract sympathy from some people who are dissatisfied with the government's performance in upholding the law and protecting human rights, for others, these messages can create antipathy towards Anies Baswedan and the political camp he represents, especially if the speech is considered an attempt to politicize certain cases or as part of a political campaign that leads to polarization of society. Apart from that, Anies Baswedan's speech reduced sympathy for voters who were pro with the government in power and it was clear that the government's political affiliation was towards presidential candidate number 02, namely Prabowo Subianto.

b. Presidential Candidate Prabowo Subianto

An in-depth analysis of the presentation regarding the framing used by Presidential candidate Prabowo Subianto in the first debate revealed various framings that need to be considered, including, **Identity Framing and Religious Values** The use of opening phrases that are full of religious values shows Prabowo's efforts to associate himself with a strong religious identity in Indonesia. In addition, references to religious and cultural values from various traditions show awareness of cultural and religious diversity in Indonesia, as well as efforts to show inclusiveness in his speech. **Leadership Framing and Ideological Commitment** Prabowo emphasized his commitment to law, human rights, democracy and Pancasila as the foundation of the state, asserting himself as a leader who stands firm on these principles. His statement that he risked his life to defend democracy highlights his seriousness in upholding the ideological principles he upholds. **Framing Achievement and Security.** The narrative about security and economic stability that Prabowo built aims to strengthen his image as a leader who can provide security and stability for the country. The emphasis on economic stability as a result of effective state leadership and management reflects Prabowo's efforts to link himself to existing economic success. **Framing Challenges and Recognition Action Plans regarding deficiencies followed by an affirmation of determination to improve and eradicate corruption** shows Prabowo's awareness of the challenges facing the country and his commitment to overcoming them. Prabowo offers an action plan that includes unity and harmony as a solution to resolve the problems faced, showing a proactive attitude in responding to challenges. **Framing Coolness and Leader Maturity,** Prabowo is building his image as a leader who has coolness and maturity in responding to differences and conflicts in society, showing awareness of the importance of stable and wise leadership in dealing with complex situations.

Based on the framing conveyed, semantically it can convince its constituents that Prabowo, when elected as president, had strong commitment and integrity so that the public would no longer hesitate to make their choice on him.

c. Presidential Candidate Ganjar Pranowo:

Semantic Analysis of the Framing Used by Presidential Candidate Ganjar Pranowo in Conveying the Vision and Mission in the first debate is as follows: **Identity Framing and Leadership** Ganjar Pranowo started his speech with a variety of greetings, showing inclusion of various levels of society and religions. This indicates an effort to build an image as a leader who is inclusive and respectful of diverse identities. **Framing Problems and Solutions** Ganjar Pranowo described his journey from Sabang to Merauke, highlighting the reality of problems in various regions, such as the lack of health facilities and limited internet access. This shows a deep understanding of the problems facing society as well as an effort to present concrete solutions. **Framing Education and Teacher Wellbeing**

Ganjar Pranowo emphasized the importance of paying attention to the education and welfare of teachers, including religious teachers and providing incentives to them. This reflects awareness of the key role of teachers in developing superior human resources and the importance of supporting them in carrying out their duties. **Social Justice Framing** Presidential candidate Ganjar Pranowo highlighted the inequality in access to jobs and the internet between regions, especially between Java and other regions. An emphasis on social justice and equal access is the focus for improving existing disparities. **Framing Democracy and Human Rights** Ganjar Pranowo highlighted cases of human rights violations, such as intimidation of those who express opinions and unfair treatment of activists. He stressed the importance of resolving this issue to ensure healthy democracy and respect for human rights. **Framing Equality and Empowerment of Indigenous Peoples**

By mentioning the Dayak people in Kalimantan, Ganjar Pranowo demonstrated a commitment to the equality and empowerment of indigenous communities and the need to ensure equal access for all. **Anti-Corruption and Transparency Framing.**

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He emphasized the importance of a government that is clean, accommodative, and serious in fighting corruption. This shows a commitment to good governance and transparency in government. **Framing Collaboration with Partners** Ganjar Pranowo mentioned collaborating with his political partner, Mahfud MD, to execute their vision and mission. This shows a commitment to collaboration in leadership and policy implementation. Framing a Request for Public Support He ended his speech by asking for public support and affirming his readiness to act in accordance with the will of the people. This shows an orientation towards community participation and public involvement in the development process. Through semantic analysis of this framing aspect, we can see that Ganjar Pranowo uses various framings to convey his vision and mission, covering key issues such as social welfare, education, justice, democracy, and anti-corruption, as well as emphasizing the importance of collaboration and participation. public in the development process.

5. DISCUSSION

Semantics is the science that studies meaning, with the assumption that meaning is part of language, semantics is a part of linguistics that is used in the field of linguistics to study the relationship between linguistic signs and their meaning. (Sinurat et al., 2023). Semantics discusses the branch of linguistics that studies meaning or significance in the form of change and development. Meaning in the context of analysis of the political speeches of Indonesian presidential candidates in the first debate. The researcher studied it in three aspects, namely analyzing the analysis of phrases that are often used in transcripts of speech texts, then conducting sentiment analysis and framing analysis used by each presidential candidate in conveying their vision and mission in the first debate. This is (Widyani et al., 2022). In semantic analysis, contextual meaning is simply meaning that depends on the situation in which the word or utterance is used.

1. Semantic Analysis of Phrase Features Frequently Used in Transcripts of Speech Texts of Each Presidential Candidate

As is known, political speeches are one way for speakers, especially the Presidential Candidates of the Republic of Indonesia, to convey their thoughts through their first speech. However, the language a person conveys in a political speech is often not neutral;(Fizriyani et al., 2024; Semino & Basuki, 2017). This is because the content of the speech has been shaped by the speaker so that what he wants to convey can influence the perspective of the listener or the public. Based on this, the political speeches of the 2024 presidential candidates through the figures Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo could be interesting to research. Semantic analysis of the speech text aims to identify key phrases and words frequently used by presidential candidates, as well as to evaluate how these phrases reflect their political vision and mission, (Kurniawati et al., 2021).

In this presentation, the researcher discusses the main points that emerge from the text analysis of the speeches of presidential candidates Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo based on phrases that often appear in their political speeches in the first debate. Anies Baswedan emphasized several key phrases in his speech, including "Rule of Law," "Change," "Justice," and "Human Rights." The phrase "Rule of Law" highlights the importance of making law the main basis for regulating national and state life. He emphasized the need for changes in the legal order and government system which were deemed not in accordance with correct legal principles. Apart from that, Anies Baswedan also highlighted the importance of creating a sense of justice in society through the application of fair laws and the protection of human rights.

Prabowo Subianto emphasized the phrases "Law and Human Rights" and "Pancasila and UUD 45." He emphasized the importance of law, human rights, improving government services, and eradicating corruption as the main priorities in his vision and mission. Apart from that, Prabowo also highlighted his commitment to the values of Pancasila and UUD 45 as the main foundation in his political plans and goals.

Ganjar Pranowo highlighted several main themes in his speech, including "Humanity and Public Services," "Teacher Welfare and Education," "Democracy and Protection of Human Rights," and "Eradicating Corruption." Ganjar emphasized the importance of quality public services, improving the education system, maintaining democracy, and ensuring the protection of human rights. Eradicating corruption was also an important focus in his speech.

Based on analysis of the text of the speeches of the three presidential candidates, it can be seen that each candidate emphasizes issues that are considered important in politics and state governance. The words or phrases used by each candidate have similar functions and grammatical forms(Keraf 2016; Nafinuddin 2020) They are committed to fighting for principles such as the rule of law, change, justice, human rights, and eradicating corruption. These phrases reflect their political vision and mission, as well as commitment to building a better country. Apart from that, their speeches also showed awareness of the challenges facing Indonesia, such as inequality, inequality of access, and challenges in maintaining democracy and human rights.

To clarify the discussion above, an analysis of phrases and keywords that represent the main topics used by each presidential candidate can be seen in the following table;

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Semantic focus that Represents by Each Presidential Candidate		
Anies Baswedan	Prabowo Subianto	Ganjar Pranowo
Focus on the importance of the rule of law, justice, and legal certainty for all citizens. Emphasizing changes in the legal order and government system that are considered inconsistent with correct legal principles. Commitment to ensuring strict law enforcement against human rights violations.	Legal Principles, Human Rights, and Eradication of Corruption Strong commitment to legal principles, human rights, improving government services, and eradicating corruption as top priorities. Appreciation and commitment to the values of Pancasila and the 1945 Constitution as the foundation of the Indonesian state. Emphasis on the importance of democracy, popular sovereignty, and political and economic stability. It is. Focus on economic prosperity, stability and clean government management to achieve prosperity and justice for all society.	Humanity, Public Services, and Education Highlighting humanity, public service, and the importance of education and health for the Indonesian people. Focus on empowerment and equality, including protection of vulnerable groups such as people with disabilities and indigenous communities. The importance of democracy, protecting human rights, and eradicating corruption as the main steps in building a better Indonesia. It is. Underlining partnerships in government and community support in implementing development programs.

Based on the data interpretation in the table above, it can be analyzed that the three presidential candidates emphasize the importance of law, justice, human rights, public services, and democracy in their vision and mission. However, each candidate has a slightly different emphasis depending on their political context and priorities. Anies Baswedan, for example, emphasizes the need for changes in the legal order and fair law enforcement, while Prabowo Subianto emphasizes legal principles, human rights, and eradicating corruption as priorities, while Ganjar Pranowo highlights humanity, public service, empowerment, and equality. as the main focus. In line with research (Mahfuz, 2020) the word law enforcement forms a meaning that leads to the path of justice for a nation

Overall, it can be concluded that the presidential candidates' speeches in the first debate provided a clear picture of their political priorities and commitments. This provides valuable insight for voters in evaluating and selecting leaders they deem best fit the vision and values they desire to bring to government., (*Dinda Mayang Saputri et al.,*). By understanding the key phrases and themes that frequently appear in their speeches, voters can make more informed decisions when choosing the leader who will lead the country forward, (Azhar, 2017)

2. Semantic Analysis of Sentiment Aspects in Transcripts of Speech Texts of Each Presidential Candidate

Sentiment	PRESIDENTIAL CANDIDATE SPEECHES		
	Anies Baswedan	Prabowo Subianti	Ganjar Pranowo
Expression of Negative Sentiments towards Abuse of Power	Uses strong and assertive language to express his disappointment with abuse of power, highlighting injustices in the legal system	Emphasize a positive spirit and belief in the possibility of better change, as well as showing a sense of pride in the country's achievements	Demonstrate empathy and deep concern for the needs of society, and highlight the importance of law enforcement and protection of human rights
Optimistic Sentiment about Possible Changes	Despite highlighting injustice, Anies expressed optimistic sentiments about the possibility of change by emphasizing his commitment to improving conditions	Emphasize leadership values and virtues, and create an emotional connection with the audience through a deep understanding of the challenges and shortcomings that still exist	Through the use of strong language and conveying in-depth messages, Ganjar strives to build emotional connections with his audience and inspire positive change in society.

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Sentiment	PRESIDENTIAL CANDIDATE SPEECHES		
	Anies Baswedan	Prabowo Subianti	Ganjar Pranowo
Empathy towards Victims and Vulnerable Groups	Showing empathy towards victims of violence and violence against demonstrators, reinforces his message of empathy towards vulnerable groups	Highlighting the importance of unity and tolerance in a diverse country, reflects awareness of the importance of solidarity and cooperation between citizens	Demonstrate personal involvement and deep empathy for the needs of people from various regions in Indonesia

In the modern political era, the selection of leaders is often influenced by the candidate's ability to convey messages that have an emotional and intellectual impact on voters. Political speeches, including those delivered in public debates, are one of the main platforms for presidential candidates to convey their vision, mission and sentiments to the public (Ahmed Junaidi et al 2018); (Siti Zuhro et al 2022). In this context, semantic analysis becomes a useful tool for understanding how language is used to communicate the underlying sentiments of political messages.

Anies Baswedan's speech used strong and firm language to express his disappointment with the abuse of power. He uses phrases that highlight injustice in the legal system, such as "bent rules" and "interests that are holding power", to emphasize negative sentiments towards lawless power. In addition, Anies emphasized the importance of the principle of the rule of law by using the contrast between the rule of law and the state of power, reflecting positive sentiment towards this principle (Kurniawati et al., 2022). Therefore, Anies showed empathy for victims of violence and violence against demonstrators, strengthening his message of empathy towards vulnerable groups. Despite highlighting injustice, Anies expressed optimistic sentiments about the possibility of change by emphasizing his commitment to improving conditions and ensuring the fair application of the law for all.

Prabowo Subianto's speech was dominated by the use of sentences that showed positive enthusiasm and belief in the possibility of better change. He emphasized the values of leadership and benevolence, and expressed pride in the country's achievements. Prabowo also demonstrated a deep understanding of the challenges and shortcomings that still exist, creating an emotional connection with the audience. Prabowo highlighted the importance of unity and tolerance in a diverse country, reflecting awareness of the importance of solidarity and cooperation between citizens. His speech also emphasized his commitment to continue improving and developing the country, showing his seriousness in responding to existing problems.

Meanwhile, Ganjar Pranowo's speech reflects sentiments full of empathy, concern, and commitment to improving the conditions and prosperity of Indonesian society. Positive and negative sentiments can be used as references to attract the audience's attention. (Rachman & Imamah, 2022). Ganjar shows personal involvement and deep empathy for the needs of people from various regions in Indonesia. He also highlighted the importance of law enforcement and the protection of human rights, as well as sustainable development. His speech emphasized his collaboration with his campaign partners in implementing the revealed development plans. Through the use of strong language and conveying in-depth messages, Ganjar strives to build emotional connections with his audience and inspire positive change in society.

The differences in the meaning of sentiment conveyed by presidential candidates in conveying their vision and mission can provide an in-depth picture of each candidate's approach and focus in communicating with the audience. Therefore, an overview of the sentiments expressed by presidential candidates can be seen in the following table:

Based on the discussion regarding sentiment in the presidential candidates' speeches above, it can be seen that each presidential candidate has a different approach and focus in conveying their vision and mission to the audience. (Meliala, 2020) one of the factors in choosing an audience is to prioritize positive sentiment while knowing the background of their competitors. Anies Baswedan emphasized the importance of justice, Prabowo Subianto highlighted positive spirit and success, while Ganjar Pranowo showed empathy and personal involvement in improving society's conditions. Each sentiment expressed reflects different values and priorities, which can influence how voters choose a presidential candidate.

Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, revealed how language is used to communicate their vision, mission, and sentiments to the public. Despite having different styles and focuses, all three express their commitment to building a better country through the use of strong, empathetic and inspirational language. Their speeches reflect a range of sentiments, from disappointment with injustice to optimism for change, which influences the public's perception of them as potential leaders.

3. FRAMING USED BY EACH PRESIDENTIAL CANDIDATE IN CONVEYING THEIR VISION AND MISSION IN THE FIRST DEBATE

The first debate between presidential candidates is one of the important moments in a political campaign. In this debate, presidential candidates have the opportunity to convey their vision and mission to the public and strengthen the image and narrative they want to build. Analysis of the framing used by each presidential candidate provides in-depth insight into the communication strategies

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and messages they want to convey to voters. (Wibisono, 2021) The concept of framing is a useful approach because it has the potential to uncover and reveal/reveal hidden assumptions. In this context, analysis of the framing in the speeches of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo will provide a deeper understanding of how each presidential candidate uses framing to convey their vision and mission.

Stephen, Oscar, Grant, 2001: 36) Framing is an important part of the public's view, by changing situations and key problems in preparing analysis, helping to create a picture by connecting various meanings. Anies Baswedan in his speech used several important framings to convey his vision and mission as a presidential candidate. First of all, he uses the contrast between the "Rule of Law" and the "State of Power" to highlight the importance of maintaining the rule of law. By positioning the "rule of law" as the ideal, he criticized state practices that tended towards a "state of power", where political power trumps the law. This framing strengthens the narrative that law must be a just and stable foundation for society.

Furthermore, Anies Baswedan firmly criticized corrupt practices and abuse of political power for personal interests. In doing so, he portrayed himself as a candidate committed to improving a system that has been eroded by unethical practices. Another framing used by Anies Baswedan is the restoration of the spirit of state life. This framing emphasizes that to restore public confidence in state institutions, it is important to restore the dignity of the law. This underlines Baswedan's commitment to returning respect to the law as the main foundation for a government with integrity.

Apart from that, Anies Baswedan highlighted protection for vulnerable groups, such as millennials, generation Z, victims of domestic violence, and families affected by political conflict. This emphasis shows his sensitivity to social issues that are important to society. Finally, Anies Baswedan emphasized his commitment to enforcing the law fairly and equally for all citizens. By including state officials such as ASN, TNI, and Polri in his commitment, he shows that no party is excluded from a fair law enforcement process.

Prabowo Subianto in his speech also used various framings to build his image as a strong leader and committed to religious and democratic values. First of all, he uses identity and religious values framing by referring to religious and cultural values from various traditions to associate himself with a strong religious identity in Indonesia. This also shows an effort to show inclusivity in his speech.

Furthermore, Prabowo emphasized his commitment to law, human rights, democracy and Pancasila as the foundation of the state, asserting himself as a leader who stands firm on these principles. He also highlighted achievements and security as part of his narrative, trying to strengthen his image as a leader capable of providing security and stability for the country. Prabowo also uses challenge framing and action plans by admitting shortcomings and offering action plans to improve and eradicate corruption. He showed a proactive attitude in responding to the challenges faced by Indonesia. Apart from that, Prabowo is building his image as a leader who has coolness and maturity in responding to differences and conflicts in society. This shows awareness of the importance of stable and wise leadership in dealing with complex situations.

Ganjar Pranowo uses problem and solution framing by describing his journey from Sabang to Merauke to highlight the reality of problems in various regions and present concrete solutions. Other framing used by Ganjar Pranowo is teacher education and welfare, social justice, democracy and human rights, and empowerment of indigenous communities. All of this framing reflects its vision and mission to improve various aspects of people's lives and ensure equality and justice for all.

Ganjar Pranowo also emphasized the importance of a government that is clean, accommodating and serious in fighting corruption. This shows a commitment to good governance and transparency in government. Lastly, Ganjar Pranowo mentioned collaboration with his political partner, Mahfud MD, to execute their vision and mission. This demonstrates a commitment to collaboration in leadership and policy implementation.

Through framing analysis in the speeches of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, we can see how each presidential candidate uses framing to convey their vision and mission with various communication strategies. From the contrast between the rule of law and the state of power to the emphasis on religious identity, social justice, and the empowerment of indigenous communities, each presidential candidate is trying to build a strong narrative to win public support and realize their vision and mission as presidential candidates. Semantic analysis of the framing used by each presidential candidate provides a deeper understanding of the communication strategies and messages they want to convey to voters, as well as providing insight into the narratives they want to build in an effort to win public support.

A comparison of the framing between Anis, Prabowo, and Ganjar, which is an important factor in why they were elected in the 2024 presidential election, can be seen in the following table:

Framing	PRESIDENTIAL CANDIDATE SPEECHES		
	Anies Baswedan	Prabowo Subianti	Ganjar Pranowo
Religious Identity and Values	Not highlighting religious values explicitly	Linking himself to a strong religious identity in Indonesia	Not highlighting religious values explicitly

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Framing	PRESIDENTIAL CANDIDATE SPEECHES		
	Anies Baswedan	Prabowo Subianti	Ganjar Pranowo
Restoring the Spirit of State Life	Emphasizes the need to restore the dignity of the law to improve state institutions	Describes himself as a leader who is able to provide security and stability for the country	Emphasizes the importance of clean and transparent government in correcting social disparities
Protection of Vulnerable Groups	Highlighting protection for vulnerable groups such as millennials, generation Z, and victims of domestic violence	Demonstrate awareness of the importance of stable and wise leadership in responding to differences and conflicts in society	Emphasizes the importance of paying attention to teacher education and welfare as well as social justice in society
Commitment to Fair Law Enforcement	Affirming the commitment to enforce the law fairly and equally for all citizens	Demonstrates commitment to law, human rights and Pancasila as the foundation of the state, emphasizing the need to maintain democracy	Emphasizes the importance of clean and transparent government in fighting corruption

From the explanation in the table above, it can be seen that each presidential candidate has a different focus and emphasis in the framing of his speech. Anies Baswedan highlighted the need for fair law enforcement and protection of vulnerable groups, Prabowo Subianto emphasized religious values and political stability, while Ganjar Pranowo emphasized the restoration of dignity in state life and protection of vulnerable groups. The choice between the three can depend on the priorities and values that voters consider important

6. CONCLUSION

Based on the results of the research findings and discussion above, it can be concluded as follows:

The dominant key phrases and words in presidential candidate Anies Baswedan's speech highlight the law as the main guide in realizing a better government and disagreeing with the enforcement of justice carried out by the current Jokowi government. According to Anies, the enforcement of justice is based on law. In fact, true justice will emerge, but what happens is the opposite, while the key phrases and words conveyed by Prabowo Subianto are committed to eradicating corruption and continuing what has been done well by the current President Jokowi. Meanwhile, Ganja Pranoowo places greater emphasis on equitable justice by emphasizing fast and responsive service.

The sentiment aspect in presidential candidate speeches also reveals how each candidate reflects sentiment to the public. Negative sentiments towards abuse of power, optimism towards change, and empathy towards victims are characteristic features in their speeches. Although each candidate demonstrated a different approach to conveying sentiment, their efforts were to build an emotional connection with their audience, demonstrating an awareness of the importance of influencing public opinion.

In terms of framing in the first debate speech, presidential candidates use various framings to strengthen their image and narrative. Framings such as identity and religious values, restoration of the spirit of national life, protection of vulnerable groups, and commitment to law enforcement became the main focus in their speeches. This research provides an in-depth understanding of the communication strategies and messages conveyed by each candidate, which can help voters make more informed decisions when selecting leaders who fit the vision and values they want to bring to government.

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