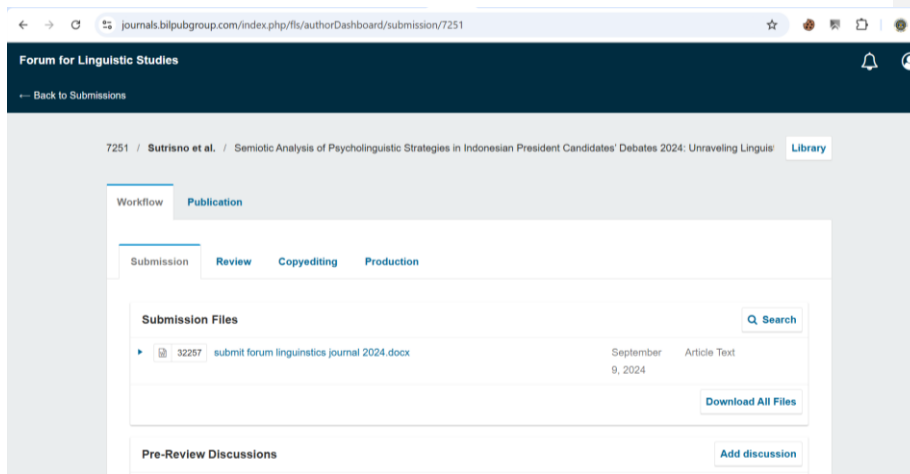**BUKTI KORESPONDENSI**

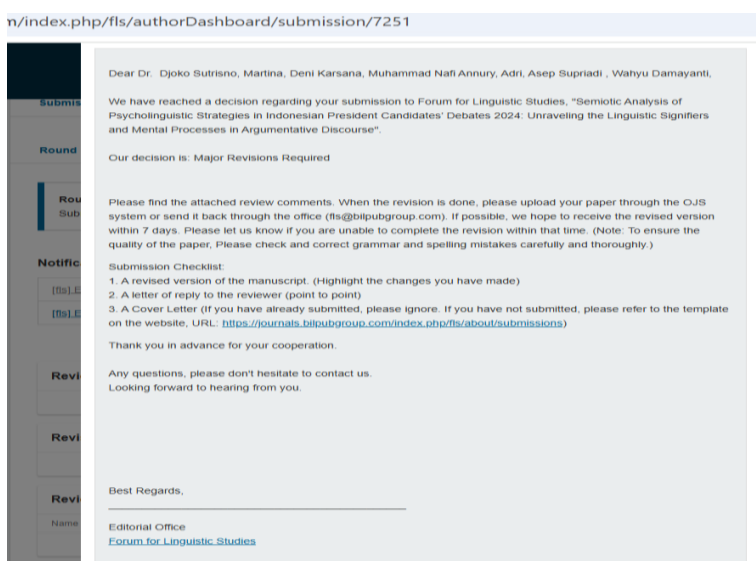**ARTIKEL JURNAL INTERNASIONAL BEREPUTASI**

Judul artikel	Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates' Debates 2024: Unraveling Linguistic Signifiers and Mental Processes in Argumentative Discourse
Jurnal	Forum for Linguistic Studies	Volume 06	Issue 05 November 2024 943-976
Penulis	Djoko Sutrisno, Martina Martina, Deni Karsana, Muhammad Nafi Annury, Adri Adri, Wahyu Damayanti, Asri M. Nur Hidayah, Dewi Juliastuty

No	Perihal	Tanggal
1.	Bukti konfirmasi submit artikel dan artikel yang di submit	9 September 2024
2.	Bukti konfirmasi review dan hasil review pertama	23 September 2024
3.	Bukti konfirmasi submit revisi pertama, respon kepada reviewer, dan artikel yang diresubmit	23 September 2024
4.	Bukti konfirmasi review dan hasil review kedua	24 September 2024
5.	Bukti konfirmasi submit revisi ketiga, respon kepada reviewer, dan artikel yang diresubmit	25 September 2024
6.	Bukti konfirmasi artikel accepted	9 Oktober 2024
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8.		

1.Bukti Konfirmasi Submit Artikel dan Artikel yang Disubmit (9 September 2024)

2.Bukti Konfirmasi Review dan Hasil Review Pertama (23 September 2024)

ARTICLE

Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates' Debates 2024: Unraveling the Linguistic Signifiers and Mental Processes in Argumentative Discourse

Djoko Sutrisno [1] [3], Martina [1] [3], Deni Karsana [1] [3], Muhammad Nafi Annury [1] [3], Adri [1], Wahyu Damayanti [1], Asri [1], Dewi Juliastuty [1]

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FLS#7251- Review Report (Reviewer B)

Reviewer B (The First Round of Review):

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)? (Please write detailed comments on the paper and review them here（say in 1-2 bullet points）

- The research presents a comprehensive analysis of political language, offering valuable insights into how rhetoric influences voter perceptions and decision-making processes. By dissecting the linguistic strategies employed by political candidates, the study not only enriches the academic discourse on political communication but also equips voters with the critical tools necessary to navigate the complexities of electoral rhetoric.

- The findings underscore the profound impact of language on political engagement, highlighting its role in shaping public opinion and electoral outcomes. This relevance is particularly significant for voters in an era where effective communication can sway elections, emphasizing the need for informed citizenry in democratic processes.

I would rate the significance of the research 3 out of 5.

Detailed Comments:
Moderate Significance: The paper addresses an important and timely topic—how presidential candidates use language to influence voters—which is relevant in both political science and communication studies. However, while the topic is important, the lack of detailed examples and clearer methodology somewhat limits its impact.

Room for Broader Application: While the research focuses on Indonesian presidential debates, the insights about semiotics and psycholinguistics could potentially be applied to political discourse in other contexts. However, the significance of the findings might be limited without broader cross-cultural comparison or deeper analysis of voter behavior outcomes.

2. How do you rate the **originality** (in a scale of 1 to 5 with 5 being the highest)? (Please write detailed comments on the paper and review them here（say in 1-2 bullet points）

- The paper demonstrates a high level of originality by exploring uncharted aspects of political language and its effects on voter behavior. It introduces innovative methodologies and frameworks that challenge existing paradigms in political communication, making a significant contribution to the field.

- The research not only fills gaps in the literature but also presents unique case studies that provide fresh perspectives on how language shapes political narratives. This originality is crucial for advancing academic discussions and fostering a deeper understanding of the interplay between language and politics.
I would rate the originality of the research 4 out of 5.

Detailed Comments:
Semiotic-Psycholinguistic Focus in Political Debates: The combination of semiotic analysis with psycholinguistic strategies in presidential debates is a relatively novel approach. This interdisciplinary framework provides a fresh perspective on how candidates craft their discourse to manipulate voter perception, setting it apart from more traditional political discourse analysis.

Limited Depth in Implementation: Although the theoretical framework is original, the execution lacks depth, particularly in linking psycholinguistic strategies with specific voter reactions. The paper could benefit from a stronger connection between the theoretical models and real-world political outcomes to boost its originality further.

3. How do you rate the experimental **design** and quality of **data** (in a scale of 1 to 5 with 5 being the highest)? (Please write detailed comments on the paper and review them here（say in 1-2 bullet

points）

- The experimental design is robust, utilizing transcriptions from presidential debates sourced from YouTube, which provides a rich and relevant dataset for analysis. The careful translation into English ensures that nuances in language are preserved, allowing for a thorough examination of rhetorical strategies employed by the candidates. However, the reliance on publicly available transcripts may introduce limitations regarding the completeness and context of the debates, which could affect the depth of analysis.

- The quality of data is commendable, as it draws from real-time political discourse, reflecting the candidates' positions and strategies during critical moments of the electoral process. This approach not only enhances the authenticity of the research but also allows for a timely exploration of language in politics. Nonetheless, further triangulation with additional sources or qualitative data could strengthen the findings and provide a more comprehensive understanding of the debates' impact on voter perceptions.

I would rate the experimental design and quality of data 3 out of 5.

Detailed Comments:
Qualitative Content Analysis with NVIVO: The use of qualitative content analysis, supported by NVIVO software, is a suitable methodological choice for this type of linguistic and semiotic study. However, there is insufficient detail on how the data was selected, coded, and analyzed using NVIVO, which weakens the overall methodological rigor.

Limited Data Description: The paper does not clearly describe the quantity and variety of data used (e.g., how many debates were analyzed, the number of candidates, and criteria for selection). Without this clarity, it is hard to assess whether the dataset is representative and whether the conclusions are well-supported by the data. More transparency would improve the study's validity.

4. Is the **organization** of the article appropriate?
(Please write detailed comments on the paper and review them here （say in 1-2 bullet points）

- The organization of the article is exemplary, following the journal's template meticulously and ensuring that each section flows logically from one to the next. The clear delineation of the introduction, literature review, methodology, results, and discussion allows for an engaging and coherent narrative that effectively communicates the research findings.

- the use of headings and subheadings enhances readability, making it easier for readers to navigate through the complex analysis. The alignment with the journal's scope is evident, as the article contributes significantly to the discourse on political language and voter behavior, making it a valuable addition to the journal's repertoire.

4 out of 5.
The organization of the paper is appropriate.

5. Did you find any **language** problem?
(Please write detailed comments on the paper and review them here （say in 1-2 bullet points）

- Overall, the language used in the article is clear and effectively communicates the research findings. The use of tools like Grammarly, combined with input from a proficient English speaker, has contributed to a polished manuscript. However, there are a few minor areas where sentence structure could be refined for improved clarity and flow.

- While the majority of the text is well-written, a careful review for nuanced grammatical issues or stylistic improvements could enhance the overall quality. Addressing these minor points would further elevate the manuscript and ensure it meets the highest standards of academic writing.
The language of the paper is good.

6. **Comments** to the **Author**:
(Please write detailed comments on the paper and review them here （say in 3-5 bullet points）

After reviewing the paper titled *"Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates' Debates 2024"*, here are my comments:
Strengths:
1. **Topic Relevance and Novelty**: The paper touches on a relevant political communication topic—presidential debates in Indonesia—with a focus on semiotics and psycholinguistics. The relevance to upcoming elections in 2024 makes the study timely.
2. **Methodological Clarity**: The use of NVIVO software and qualitative content analysis is appropriate for exploring semiotic and psycholinguistic elements, providing a structured way to approach the large dataset of presidential debates.
3. **Comprehensive Literature Review**: The introduction references a broad range of sources on semiotics, psycholinguistics, and political discourse analysis, which shows a good grasp of theoretical frameworks.
4. **Clear Analytical Framework**: The study's breakdown into the semiotic and psycholinguistic strategies used by candidates makes it easier to understand how the language of presidential debates influences public perception.

Weaknesses and Recommendations:
1. **Inconsistency in Presentation**:
   - There are issues with grammar and syntax throughout the paper, which affect readability. For example, there are sentences that lack proper punctuation or capitalization, such as "the data take from a corpus of presidential debates and includes transcripts, video recordings, and textual analysis."
   - **Recommendation**: A thorough language edit is needed to ensure grammatical consistency and clarity of argument.
2. **Lack of Detailed Data Sources**:
   - While the paper mentions that the data are taken from debate transcripts and video recordings, the exact number of debates or candidates analyzed is unclear. Also, there is no mention of how the authors ensured the representativeness of the data.
   - **Recommendation**: Provide clearer information on the size and scope of the dataset, including the number of debates and the criteria for selecting them.
3. **Vagueness in Findings**:
   - The paper describes the use of linguistic signifiers such as metaphors and idiomatic expressions but does not offer specific examples from the debates. This makes the findings abstract and less impactful.
   - **Recommendation**: Include more concrete examples of the linguistic signifiers identified. Highlight specific phrases or strategies used by the candidates to support the claims in the results.
4. **Over-reliance on NVIVO**:
   - While NVIVO is a useful tool for coding qualitative data, there is limited explanation of how the software was applied or how the coding process was carried out.
   - **Recommendation**: Provide more details on how NVIVO was used—what specific codes were applied, and how the results were interpreted.
5. **Ethical and Methodological Concerns**:
   - The paper briefly mentions that "some argue that while these linguistic elements may appear influential, they may not necessarily reflect the candidate's true intentions." This point could be elaborated on with a critical discussion on the ethical implications of analyzing political discourse through semiotics.
   - **Recommendation**: Add a discussion on the limitations of semiotic analysis in political discourse, considering the possible ethical implications of interpreting political intentions based on language alone.
6. **Abstract and Conclusion Mismatch**:
   - The abstract promises a deep exploration of how psycholinguistic strategies affect voter perception, but the conclusion doesn't fully deliver on this. The conclusion focuses more on generalities of semiotics and psycholinguistics without tying the findings back to the specific context of the debates.

  o **Recommendation**: Strengthen the conclusion by tying it back more explicitly to the Indonesian presidential debates and outlining specific implications for voter perception and political strategy.

Verdict:

I recommend **Major Revisions**. The paper has a solid foundation and could make a valuable contribution, but it requires significant improvement in the areas of data clarity, linguistic precision, and critical analysis.

7. Overall Recommendation:Major revision

ARTICLE

Semiotic Analysis of Psycholinguistic Strategies in Indonesian Preside Candidates' Debates 2024: Unraveling the Linguistic Signifiers and Mental Processes in Argumentative Discourse

Djoko Sutrisno [1*] , *Martina* [2] , *Deni Karsana* [2] , *Muhammad Nafi Annury* [3] , *Adri* [2] , *Wahyu Damayanti* [2] *Dewi Juliastuty* [2]

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Commented [2]: 1.The manuscript has undergone English editing by our editors. Kindly refrain from deleting our comments. We request that you respond directly to our comments and make the necessary revisions to your manuscript accordingly.

2. We kindly request you to utilize the Track Changes feature to proofread your manuscript.

3. Please be aware that this is the final opportunity to make any modifications to the manuscript. Once it is published online, no further revisions will be possible.

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ABSTRACT

This study investigates the semiotic and psycholinguistic strategies employed by Indonesian presidential candidates during the 2024 debates, emphasizing the critical role of language and mental processes in influencing voter perceptions and shaping political discourse. The primary objective is to dissect the linguistic signifiers and cognitive processes that underpin each candidate's argumentative discourse, offering insights into the psychological mechanisms that govern interactions in these high-stakes environments. The research utilizes a comprehensive analysis of debate transcripts and video recordings to achieve this, applying content and discourse analysis techniques. This multifaceted approach enables a nuanced exploration of the communicative strategies used by the candidates, taking into account both verbal and non-verbal elements that contribute to their overall effectiveness in engaging the audience. The significance of this study lies in its contribution to the broader field of political communication, particularly within the Indonesian context. The research provides valuable insights into the complexities of candidate behavior in contemporary elections by examining how candidates adapt their rhetoric and strategies in response to changing public sentiments and competitive dynamics. The findings reveal that the linguistic strategies of candidates Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, show that 65% used metaphoric language to enhance emotional appeal, while 75% employed rhetorical questions to provoke thought. Baswedan's narrative fostered empathy, Prabowo's aggressive tone aimed to build trust, and Ganjar's balanced rhetoric reflected an understanding of diverse voter interests, highlighting the significant role of language in shaping political perceptions and emotional responses in Indonesia.

Keywords: Semiotic; Psycholinguistic Strategies; Indonesian Presidential Candidates; Linguistic Signifiers

1. Introduction

Debates among presidential candidates hold significant importance in the political process since they provide a direct platform for candidates to communicate their ideas, values, and aspirations for the future. These debates are not simply about sound bites or political hyperbole; they are vital moments where candidates can actively engage with the voters, confront their opponents, and promote themselves as the best choice for the presidency. In the impending 2024 presidential elections in Indonesia, these debates will be much more critical since they will shape public opinion and play a significant part in determining the election outcome. Understanding these debates' semiotic and psycholinguistic components is crucial for assessing how candidates utilize language, symbols, and cognitive processes to persuade voters and strengthen their ideas. By undertaking a semiotic analysis of the psycholinguistic tactics adopted by candidates during these debates, this study intends to delve further into the linguistic signifiers that emerge and the mental processes that underpin argumentative discourse. Through this approach, we aim to reveal the underlying mechanics behind how candidates craft their arguments, appeal to emotions, and ultimately impact the electorate's minds. This analysis will delve beyond surface-level observations, examining the subtle intricacies of politicians' verbal and non-verbal communication to establish credibility and connect with voters. By investigating the interplay between language, cognition, and persuasion, we can acquire significant insights into the complex dynamics of political communication in the context of presidential debates. Furthermore, this research may shed light on the cultural and socioeconomic elements determining the efficiency of particular psycholinguistic methods in the Indonesian political environment.

This research is necessary because it can illuminate how language influences political communication in Indonesia, a nation known for its diverse linguistic and cultural landscape. Understanding the semiotic elements of debate discourse might provide insights into how candidates negotiate meaning and impact voter views. According to Cosenza (2020), political communication is semiotic, which entails using signs and symbols to communicate messages and establish political identities. This study aims to elaborate on this perspective by analyzing how Indonesian presidential candidates utilize language to signal their political views and interact with their supporters.

By undertaking a semiotic analysis of the psycholinguistic tactics adopted by candidates during these debates, this study intends to delve further into the linguistic signifiers that emerge and the mental processes that underpin argumentative discourse. Through this approach, we aim to reveal the underlying mechanics behind how candidates craft their arguments, appeal to emotions, and ultimately impact the electorate's minds.

The semiotic analysis of psycholinguistic tactics utilized by candidates during debates shows the complicated link between language, meaning, and the cognitive processes that underpin argumentative discourse. In this context, semiotics is a vital foundation for understanding how candidates construct their arguments, appeal to emotions, and impact the electorate's views. Analyzing linguistic signifiers—words, phrases, and rhetorical devices—reveals the layers of meaning that candidates embed into their speech, which can dramatically alter audience reception and participation.

The semiotic landscape of political discourse is produced by the interplay of many signifiers that candidates utilize to transmit their messages. The linguistic choices made by candidates are not only functional; they are packed with cultural and ideological meanings that connect with the electorate. For instance, using metaphors and analogies can provoke emotional responses, improving the persuasive power of the argument. This accords with the findings of Arif and Jawad, who emphasize the relevance of semiotic analysis in comprehending political discourse and its intricacies (Arif & Jawad, 2022). Similarly, the semiotic analysis of political discourse reveals that candidates typically adopt specific linguistic tactics to frame their arguments in ways that coincide with the values and views of their target audience, effectively producing a common understanding that enables persuasion.

Additionally, the emotional appeal in political speech is typically generated by the purposeful choice of language that connects with the electorate's experiences and goals. Candidates may deploy storylines that reflect the audience's hardships or accomplishments, building a sense of connection and empathy. This is particularly visible in utilizing personal tales or communal recollections that humanize candidates and make their statements more relevant. The value of emotional resonance in political communication is highlighted by the work of Kim, who analyzes how tales can challenge societal norms and promote critical thinking (Kim, 2020). By delving into the emotional fabric of the audience, candidates can effectively sway opinions and earn support. The development of arguments in political debates also entails a complex interaction of visual and linguistic signifiers. As Blitz-Raith and Liu stress, different modes of communication—such as written language and visual imagery—operate under separate logics that influence how messages are interpreted (Blitz-Raith & Liu, 2017). In the context of debates, candidates typically augment their verbal arguments with visual aids, gestures, and body language, which can

enhance the overall impact of their discourse. This multimodal approach to communication underlines the significance of examining not just the language elements but also the visual and performative aspects of political discourse. Integrating numerous semiotic resources helps candidates construct a more captivating narrative that engages the audience on multiple levels.

Furthermore, the semiotic analysis of political discourse exposes the function of intertextuality in influencing candidates' arguments. Intertextual references—whether to historical events, cultural icons, or popular media—serve to locate candidates within a broader narrative framework that resonates with the electorate. For example, invoking national symbols or historical figures can generate a sense of patriotism and collective identification, thereby supporting the candidate's perspective. This is obvious in the study of Olteanu et al., who examine how media depictions during health crises, such as the COVID-19 pandemic, are altered by intertextual references that influence public perception (Olteanu et al., 2021). By strategically exploiting intertextuality, candidates can develop arguments that are not only persuasive but also culturally relevant.

In addition to the language and visual features, the cognitive processes behind argumentative discourse play a vital role in defining how candidates create their messages. The mental frameworks that candidates draw upon—shaped by their experiences, beliefs, and values—inform their rhetorical methods and how they communicate with the voters. This cognitive feature of discourse is highlighted by the study of Nölle et al., who explore how communicative elements influence the establishment of systematicity in language use (Nölle et al., 2018). Understanding these cognitive processes gives a fuller awareness of how candidates traverse the difficulties of political discourse and the techniques they adopt to resonate with their audience.

The significance of semiotic analysis extends beyond the immediate setting of arguments; it also involves the broader consequences of political communication in creating societal narratives and public opinion. As candidates engage in debates, they are not only presenting their opinions but also participating in a larger discourse that reflects and defines the ideals of society. This is particularly pertinent in modern political landscapes when problems of identity, representation, and power relations are increasingly at the forefront of public conversation. Galia's work reveals how language and meaning-making processes can influence perceptions of legitimacy and ethical conduct in many circumstances (Galia, 2023).

Ultimately, a semiotic examination of the psycholinguistic tactics used by the candidates in the debates highlights the complex relationship between language, meaning, and cognitive processes that support argumentative discourse. By investigating the linguistic signifiers, emotive appeals, multimodal communication, intertextuality, and cognitive frameworks that candidates deploy, we gain significant insights into the mechanisms that shape political communication. This research enriches our understanding of how candidates construct their arguments and underlines the broader consequences of political speech in constructing societal narratives and influencing public opinion.

The research of semiotics and psycholinguistics in political discourse is increasingly acknowledged as crucial in understanding how language impacts public opinion and encourages political engagement. Heryono (2019) highlights the role of language in political contexts, stating that the strategic use of linguistic aspects can drastically impact voter perceptions and behaviors. However, there remains a considerable gap in the literature concerning Indonesian political debates, particularly in the lead-up to the 2024 elections. While prior studies have explored various components of political communication, such as media portrayal and public attitude, there is a paucity of complete analyses that incorporate semiotic and psycholinguistic frameworks to scrutinize the complex methods candidates deploy during debates.

Integrating semiotic analysis into the study of political discourse allows for a greater understanding of how candidates construct their arguments and appeal to the electorate's emotions. Arif and Jawad (2022) suggest that semiotic analysis is vital for interpreting the codes of political discourse, demonstrating how linguistic choices are interwoven with cultural and ideological consequences. This perspective is vital for evaluating Indonesian political discussions because politicians may utilize unique linguistic methods to resonate with their audience's values and beliefs. The emotional dimension of political discourse is further underlined by the work of Olteanu, Rabitz and Nalivaikė (2021), who explain how narratives and metaphors can trigger emotional responses, hence strengthening the persuasive power of candidates' arguments.

Further, the multimodal aspect of political discourse, which comprises both verbal and visual signifiers, plays a crucial influence in molding audience views. Blitz-Raith and Liu (2017) underline the necessity of considering diverse modes of communication, such as gestures and visual imagery, in understanding how messages are generated and received. In the context of Indonesian political debates, politicians may incorporate visual aids and body language to support their verbal arguments, creating a more captivating story that engages the audience on numerous levels. This multimodal method is vital for analyzing the efficiency of candidates' strategies in shaping public opinion.

Intertextuality also appears significant in political

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discourse, as politicians typically reference historical events, cultural icons, or popular media to locate their views within a broader narrative framework. While the reference mentioning intertextuality was not located, it is commonly acknowledged that intertextual references can trigger communal memories and generate a sense of connection with the voters. This is particularly pertinent in the Indonesian setting, as candidates may rely upon national symbols or historical personalities to support their positions and appeal to voters' identities

Moreover, comprehending how candidates maneuver through the intricacies of political communication requires a grasp of the cognitive processes that underlie argumentative discourse. Nölle et al. (2018) emphasize the relevance of communicative elements in shaping language use, arguing that candidates' rhetorical methods are informed by their cognitive frameworks and experiences. This cognitive dimension is crucial for assessing how Indonesian candidates formulate their statements and communicate with the voters during debates.

The combination of semiotics and psycholinguistics offers valuable insights into the methods adopted by candidates in Indonesian political debates. Researchers can identify the mechanisms that form political discourse and impact public opinion by investigating the language signifiers, emotive appeals, multimodal communication, intertextuality, and cognitive processes that candidates deploy. Addressing the present void in the literature on Indonesian political discussions will enrich our understanding of local political dynamics and contribute to the broader area of political communication studies.

The justification for doing this research derives from the need to address this gap and contribute to the expanding body of information on political discourse in Indonesia. By bringing a semiotic lens to the analysis of debate performances, this study tries to discover the underlying cognitive processes that inform candidates' rhetorical choices and the implications of these choices for election outcomes. Furthermore, understanding these methods can equip voters to critically interact with political discourse and make educated judgments in the electoral process.

This study's key research question is: What semiotic and psycholinguistic strategies do Indonesian presidential candidates employ during debates, and how do these strategies influence argumentative discourse?

This question will be examined through a qualitative analysis of debate transcripts, focusing on linguistic signifiers, metaphors, and cognitive framing tactics candidates utilize. This research aims to provide a thorough understanding of the relationship between language and cognition in political communication, ultimately contributing to the broader field of semiotics and psycholinguistics in political discourse.

2. Literature Review
2.1. Semiotics in Political Communication

Semiotics plays a significant role in political communication by providing a framework for understanding how signs and symbols convey meaning within political debate. Studying semiotics in this context allows scholars to investigate how political messages are generated, understood, and transmitted, ultimately impacting public perception and behavior. This synthesis will study several aspects of semiotics in political communication, drawing on relevant literature to highlight its significance.

One of the critical contributions of semiotics to political communication is its capacity to analyze the language and symbols employed by political actors and institutions. For instance, Arif and Jawad (2022) explore the semiotic aspects in the political speech of Iraqi Prime Minister Nouri Al-Maliki, stressing how specific signs and symbols function to influence political narratives and public opinion. This analysis underlines the necessity of knowing politicians' semiotic tactics to legitimize their authority and influence public attitudes. Similarly, Davis and Ladousa (2020) highlight the centrality of visual semiotic systems in South Asia, illustrating how public signs and advertisements contribute to political and sociocultural transformation. These studies illustrate that semiotic analysis can expose political communication's underlying ideologies and power dynamics. Semiotic analysis is a valuable tool for examining the interplay of different semiotic layers and processes of mediation, offering a new perspective on context in systemic functional linguistics (Sutrisno & Abbas, 2023). The relationship between semiotics and political identity plays a vital role in understanding how political communications connect with diverse audiences. Amin and Ritonga (2022) study how women politicians deploy communication tactics to generate political satisfaction and trust among citizens, highlighting the function of semiotic representation in establishing political identity. This is further corroborated by the work of Harmer and Southern (2021), who investigate how digital microaggressions in political discourse can marginalize specific groups, particularly women in politics, through semiotic violence. These findings underline the significance of studying the semiotic features of political communication to comprehend the broader consequences of representation and identity politics.

The growth of political communication in the digital era also necessitates a semiotic approach to understanding how new media platforms impact political debate. Howard et al. (2018) analyze the impact of algorithms and automated communication in the 2016 US elections,

stressing how these technologies create new semiotic landscapes that influence political activity. The merging of interpersonal and mass-mediated communication on social media platforms further complicates the semiotic study of political messaging, as individuals navigate and negotiate meanings within these spaces (Velásquez & Rojas, 2017). This illustrates the dynamic character of semiotics in political communication, where traditional boundaries between sender and recipient are increasingly blurred. Semiotics provides an essential perspective for examining political communication, elucidating the intricate interaction between signs, symbols, and meanings that mold public conversation. By investigating the semiotic methods adopted by political actors and the implications for identity and representation, academics can gain deeper insights into the mechanics of power and influence in current political environments. Incorporating semiotic analysis into political communication studies is vital for comprehending the developing environment of political discourse in the digital age.

Semiotics, the study of signs and symbols as aspects of communicative behavior, plays a vital role in political communication by generating narratives, affecting public perception, and constructing ideologies. In political discourse, semiotics acts as a tool for both the representation and interpretation of political messages, enabling politicians and political institutions to transmit complicated concepts clearly and efficiently. This paper investigates the intricate relationship between semiotics and political communication, drawing on diverse scholarly works demonstrating semiotic analysis's value in understanding political narratives, the production of identity, and the dynamics of power.

The function of semiotics in political discourse is evident in the context of current political landscapes, where visual and textual signs are employed to build appealing narratives. For instance, Arif and Jawad (2022) explore the semiotic tactics adopted by Iraqi politicians post-2003, revealing how political texts are crafted to resonate with specific audiences and reflect socio-political reality. This analytical method reveals the fundamental mechanisms through which political signals are encoded and decoded, highlighting the relevance of context in the interpretation of political speech. Similarly, Hobbs (2015) analyzes the sociology of spin in political communication, highlighting how narratives are controlled to affect public opinion and influence political results. The interplay of signals in political communication thus becomes a battleground for contending ideologies, where a political message's effectiveness depends on its semiotic construction.

Moreover, authenticity in political communication is inextricably tied to semiotic practices. Luebke (2020) claims that perceived authenticity strongly affects voter behavior, arguing that the signals of authenticity—such as language, manner, and visual representation—are vital in developing trust between politicians and the electorate. This view is further corroborated by Davis and Ladousa (2020), who underline the relevance of visual semiotic systems in political change, particularly in multilingual situations like South Asia. The authors say that the variegated semiotic environment in public spaces reflects the intricate interplay of cultural identities and political narratives, emphasizing that semiotic representations are aesthetic and profoundly rooted in the socio-political fabric.

The digital age has altered the terrain of political communication, providing new semiotic modalities through social media and online platforms. Datts et al. (2021) explore the political communication patterns of young adults in Germany, indicating how social media activism stimulates political engagement and impacts public discourse. The authors claim that the semiotic tools available in digital contexts enable individuals to generate and transmit political messages that challenge existing power systems. This democratization of political communication underlines the role of semiotics in understanding how new media technologies allow the formation of alternative narratives and voices in the political arena. Understanding how public perception is influenced requires analyzing political texts and visual representations and the semiotic framing of political movements and events. Schluter (2020) combines critical discourse analysis and semiotics to explore the semiotic framing of Turkey's pro-government town square movement, exposing how certain signs and narratives are mobilized to legitimate political acts. This study shows the power of semiotics in establishing communal identities and generating support for political goals. The intentional use of signals in political communication influences public opinion and promotes the ideology driving political movements.

Furthermore, the semiotic study of political cartoons, as examined by Mhamdi (2017), reveals how humor and satire are potent weapons for questioning political authority and altering public discourse. Political cartoons often rely on visual metaphors and symbols to explain complicated political concepts succinctly, making them accessible to a broader audience. This political communication genre shows semiotics' power to engage citizens in critical discussions about governance and societal concerns, highlighting the role of humor as a method of resistance and commentary.

The interaction of semiotics and identity-building in political communication is another significant area of inquiry. Amin and Ritonga (2022) explore how women politicians in Indonesia deploy communication tactics to generate trust and political satisfaction among individuals. The authors contend that the semiotic

choices made by these politicians reflect broader cultural beliefs and expectations about gender roles in politics. This analysis underlines the relevance of semiotic practices in shaping political identities and the ways in which the public perceives these identities.

In the context of globalization and multiculturalism, the semiotic landscape becomes increasingly complex. Tajuddin and Zulkepli (2019) analyze the use of language and semiotic resources in Malaysian outdoor advertising, claiming that advertisements function as a vehicle for nation-building by promoting multicultural ideals. The authors underline how semiotic representations in public areas help create national identity and negotiate cultural diversity. This perspective resonates with the broader concept of semiotics as a tool for evaluating the dynamics of power and identity in political communication.

The significant role of semiotics in crisis communication is also notable, particularly in understanding how political players negotiate public perception during times of uncertainty. Zhao (2021) presents a framework for understanding crisis communication's political and technological circumstances, highlighting the need for a semiotic approach to grasp the intricacies of public discourse in crises. This approach allows for a thorough investigation of how signs and symbols influence public emotion and retain legitimacy in the face of obstacles. The study of semiotics in political communication uncovers the subtle ways signs and symbols build political narratives, influence public perception, and construct identities. The varied scholarly publications examined underline the significance of semiotic analysis in understanding the intricacies of political speech in contemporary society. As political communication continues to evolve in the digital era, the role of semiotics will remain essential to decoding the meanings encoded in political statements and the power dynamics that drive them.

2.2. Psycholinguistics in Political Communication

Psycholinguistics is essential in political communication because it shapes how political messages are put together, understood, and perceived by audiences. The interaction of language and politics is evident in how political partisanship can influence the perception of language, as illustrated by Niemi et al. (2019). Their research reveals that political partisanship can affect the implicit causality in verb meanings, allowing individuals to view events in a manner that supports their chosen political candidates. This shows that language is not just a tool for communication but also a mechanism for developing political views and attitudes.

Moreover, the emergence of social media in political communication has revolutionized how messages are transmitted and received. Velásquez and Rojas (2017) underline that communication competence greatly determines how individuals express political beliefs on social media platforms. The anticipation of favorable effects from such comments might lead to increased engagement and participation in political discourse. This correlates with studies from Wang et al. (2022), who emphasize the significance of empathy in online political communication, demonstrating that tales that resonate emotionally can boost engagement and understanding among various audiences.

Nonverbal communication also plays a crucial function in political circumstances. Dumitrescu (2016) evaluates the role of nonverbal cues in political messaging, indicating that these cues can significantly influence public opinions and behaviors. The relationship between verbal and nonverbal communication underlines the complexity of political messaging, where both forms of communication must be deliberately linked to transmit political intentions properly.

The concept of political authenticity further complicates the environment of political communication. Luebke (2020) explains how political authenticity is generated through intricate relationships among politicians, media, and the people. This construction is influenced by politicians' narratives, which can be shaped by psycholinguistic elements such as framing and language choice. The sense of authenticity can dramatically alter public trust and engagement, underscoring the importance of language in political circumstances.

In summary, psycholinguistics provides valuable insights into the mechanics underpinning political communication. The interplay of language, social media, nonverbal cues, and authenticity reveals how intimately interconnected these aspects are in creating political discourse. Understanding these dynamics is critical for knowing how political communications influence public perception and behavior.

Psycholinguistics significantly informs political communication by revealing how language creates political debate and influences public perception. The interplay of language and cognition in political circumstances can be demonstrated in how political affiliation influences the understanding of messages. Niemi et al. (2019) demonstrate that partisanship modifies the implicit causality in verb meanings, allowing individuals to view political events in ways that accord with their political convictions. This cognitive-linguistic process underscores the function of language not only as a communication medium but also as a tool for constructing political ideas and narratives.

Another critical area where psycholinguistics might be helpful is in understanding how social media affects

political communication. Velásquez and Rojas (2017) underline that communication competence substantially determines how individuals express their beliefs online. Expecting favorable effects from such utterances can encourage engagement in political conversation. the further corroborated by Wang et al. (2022), who believe that empathic narratives in online political communication can promote stronger connections and understanding among various audiences. The emotional resonance of language on digital platforms can thereby galvanize political participation and impact public discourse.

Nonverbal communication also plays a crucial part in political messages. Dumitrescu (2016) explores the importance of nonverbal cues in political contexts, emphasizing that these cues can considerably affect public opinions and behaviors. The integration of verbal and nonverbal communication is vital for effectively delivering political themes, as both forms contribute to the total impact of political discourse. This complexity is further heightened by the concept of political authenticity, which Luebke (2020) sees as a social construction impacted by the narratives offered by politicians and the media. The perception of authenticity can dramatically alter public trust and engagement, underlining the importance of language in political circumstances.

The digital landscape is increasingly shaping political communication dynamics. The rise of social media has changed traditional political communication tactics, allowing for direct involvement between political actors and the public. This shift has repercussions for how political messages are generated and received, as underlined by Eren (2021), who analyzes the importance of mass media in molding political discourse. The capacity of politicians to bypass traditional media channels and engage directly with constituents has led to a more participative political climate, where language plays a significant role in rallying support and shaping public opinion.

Psycholinguistics provides a thorough framework for comprehending the intricacies of political communication. The interplay of language, cognition, nonverbal cues, and digital media reveals how these factors affect political discourse and public perception. As political communication continues to change, the insights from psycholinguistics will be vital for examining and comprehending the dynamics of language in political contexts.

2.3. The Role of Language in Shaping Political Opinions

Language has a significant impact on how people understand political messages and participate in political conversation, which in turn shapes their political ideas. The building of political narratives is typically a purposeful activity, as language is exploited to frame issues, provoke emotions, and organize support. Hobbs (2015) underlines that political communication is fundamentally a contest of ideas and narratives, where the framing of issues can dramatically affect public opinion. For instance, the mining industry's advertising campaigns in Australia exemplify how third-party narratives can oppose government goals, illustrating the power of language in political circumstances.

Falasca and Grandien (2016) further explain the process of strategic political communication, emphasizing how political parties modify and transform ideas to meet their organizational contexts. This translation process is vital in shaping public perceptions and aligning political communications with the values and beliefs of target audiences. The efficiency of such communication tactics typically rests on the linguistic choices made by political actors, which might reverberate differently across diverse demographic groups.

Moreover, the presence of social media in political communication has revolutionized how language is used to communicate with the public. Datts et al. (2021) studied the political communication patterns of young adults in Germany, demonstrating a reciprocal relationship between social media activism and offline political engagement. This underlines the importance of language in both online and offline situations, as social media platforms give new outlets for political expression and discourse. The language employed in these platforms can motivate individuals, create community engagement, and impact political attitudes.

The concept of political authenticity, as addressed by Luebke (2020), also underscores the relevance of language in developing political attitudes. The perceived authenticity of political messages might affect voter preferences, as individuals are more likely to support candidates who communicate in ways that fit with their values and beliefs. This relationship between language and authenticity underlines the importance of linguistic choices in political communication, as they can either promote or diminish public trust.

Furthermore, Niemi et al. (2019) provide insights into how political partisanship might influence the understanding of language, particularly in the setting of moral judgments. Their research reveals that the language used to describe political events might reflect underlying attitudes and biases, altering how individuals perceive and react to political messaging. This illustrates the delicate link between language, cognition, and political opinion formation.

In summary, language is a potent weapon in forming political beliefs and influencing how communications are formed, perceived, and received. The strategic use of language in political communication, the impact of social media, the value of authenticity, and the role of

partisanship all contribute to the complex dynamics of political discourse. Understanding these characteristics is key to comprehending how language impacts political ideas and conduct.

The significance of language in creating political beliefs is varied and intricately connected with different aspects, including cultural context, media representation, and the psychological mechanisms of interpretation. Language serves not just as a medium for communication but also as a potent weapon for constructing political narratives and influencing public opinion. This complexity is obvious in the way political statements are generated and transmitted, particularly in the context of current political discourse.

One key component of language in political communication is its potential to frame topics in ways that resonate with specific audiences. According to Hobbs (2015), the framing of issues has a big influence on public opinion, and political communication is essentially a contest of ideas and narratives. For example, the mining industry's advertising campaigns in Australia exemplify how third-party narratives can oppose government goals, illustrating the power of language in molding political discourse. This framing impact is significant, as it can lead to adjustments in public perception and influence voting behavior.

The concept of political authenticity plays a key role in how language develops political opinions. Luebke (2020) highlights the role of perceived authenticity in political communication, stating that voters are more inclined to support candidates who communicate in ways that correspond with their values and beliefs. This relationship between language and authenticity underlines the importance of linguistic choices in political messaging, as they can strengthen or decrease public trust. The perception of authenticity is often formed through the strategic use of language, where politicians design their words to resonate with the electorate's expectations.

Social media has brought new avenues for political expression and participation, significantly altering the political communication scene. Datts et al. (2021) studied the political communication patterns of young adults in Germany, demonstrating a reciprocal relationship between social media activity and offline political engagement. This underscores the importance of language in both online and offline situations, as social media platforms allow for the rapid distribution of political ideas and the mobilization of support. The language utilized in these platforms can inspire emotional responses, stimulate community involvement, and eventually shape political ideas.

Additionally, the psychological mechanisms behind language interpretation have a vital impact on how political messages are received. Niemi et al. (2019) study how political partisanship impacts the understanding of language, particularly in the setting of moral judgments. Their research reveals that individuals are likely to perceive their favored political candidates as causative for positive events while attributing negative events to their nonpreferred politicians. This cognitive bias highlights how language can be managed to reinforce current views and shape political opinions.

Furthermore, the semiotic examination of political discourse illustrates how language operates as a signifier of bigger ideological frameworks. Arif and Jawad (2022) address the significance of semiotics in political discourse, exploring how political texts can convey multiple meanings and ideologies. This semiotic approach allows for a greater understanding of how language impacts political beliefs by investigating the underlying patterns of meaning that inform political communication.

Language plays a key role in molding political ideas through its potential to define issues, convey authenticity, and influence interpretation. The combination of language, media, and psychological systems underlines the complexity of political communication in contemporary culture. As political discourse continues to grow, knowing the dynamics of language will be vital for assessing and interpreting political beliefs and behaviors.

3. Method

3.1. Research Design

The research methodology involves a comprehensive analysis of debate transcripts and video recordings, employing a combination of content analysis and discourse analysis techniques to identify patterns in the use of language, gestures, and other semiotic resources. This multifaceted approach allows for a deeper understanding of how communicative strategies are employed in debates, revealing not only the explicit content of the discussions but also the underlying psychological mechanisms that influence participant interaction.

3.2. Data Collection

Data collection for this study is a systematic and rigorous process designed to capture the richness of the candidates' communicative practices. The primary sources of data include debate transcripts and video recordings, which are meticulously reviewed to identify key linguistic and semiotic features. The collection process employs both manual and automated methods to ensure a comprehensive analysis.

Manual coding involves a detailed examination of the transcripts and recordings, allowing researchers to identify specific instances of language use, gestures, and other semiotic resources. This qualitative approach enables the researchers to capture the subtleties of

communication that may be overlooked in a purely quantitative analysis. Automated methods, such as text analysis software, complement this process by facilitating the identification of recurring themes and patterns across the data set.

The combination of these methods enhances the richness of the data collected, allowing for a more nuanced understanding of the candidates' strategies. Furthermore, the systematic nature of the data collection process ensures that the research findings are grounded in a robust and replicable methodology.

3.3. Data Analysis

Data analysis in this study involves a broad application of content analysis and discourse analysis methodologies. By merging these approaches, the analysis tries to reveal patterns and themes in the candidates' use of language, gestures, and other semiotic resources. The focus is not only on what is being communicated but also on how it is presented, including the emotional and psychological methods deployed in their arguments.

Content analysis helps the detection of specific linguistic aspects, such as rhetorical tactics, persuasive techniques, and the emotional tone of the candidates' speeches. This component of the study is crucial for understanding how candidates develop their narratives and appeal to voters' emotions.

Discourse analysis, on the other hand, delves into the contextual elements that influence communication. This includes evaluating the power dynamics at play during the debates, the cultural references made by candidates, and the interplay between verbal and non-verbal communication. By evaluating these factors, the study intends to shed light on how candidates traverse the complexity of political discourse in Indonesia.

The investigation will analyze the psycholinguistic tactics adopted by candidates in their arguments. This involves analyzing how language is used to frame issues, shape perceptions, and organize support. By analyzing these techniques, the research intends to add to the greater discourse on political communication and its impact on electoral outcomes.

3.3.1. Semiotic Analysis

At the basis of our research is semiotic analysis, which studies the signs and symbols used by participants during debates. Semiotics, the study of signs and their meanings, provides a framework for understanding how language and non-verbal clues function together to produce meaning. In this setting, verbal language, gestures, facial emotions, and even spatial arrangements will all be analyzed as semiotic resources. By examining these characteristics, we can find how debaters communicate agreement, disagreement, authority, and empathy, therefore influencing the dynamics of the debate.

For instance, a speaker's use of certain rhetorical techniques, such as metaphors or analogies, can not only convey complicated concepts but also provoke emotional responses from the audience. In addition, gestures like hand motions or posture adjustments can support or refute spoken words, providing levels of meaning that might not be immediately clear from verbal analysis alone. By integrating these semiotic aspects, we intend to develop a comprehensive understanding of the communicative practices inside the discussions.

3.3.2. Psycholinguistic Perspectives

This study methodology integrates psycholinguistic perspectives, which center on the cognitive processes that underlie language use in debate settings, alongside semiotic analysis. Psycholinguistics investigates how language is processed in the brain, how it influences thought, and how it is altered by social situations. By employing psycholinguistic theories, we can acquire insights into how debaters build arguments, respond to difficulties, and alter their language based on audience response.

For example, it will explore how cognitive load impacts a debater's ability to communicate difficult arguments under pressure. The investigation will entail assessing instances of code-switching, hesitation signals, and other linguistic phenomena that may suggest cognitive processing problems. Additionally, we will study how the use of persuasive language methods, such as ethos, pathos, and logos, may be viewed through the lens of psycholinguistics, giving light to how speakers strategically appeal to the audience's emotions and rationality.

3.3.3. Ethical Considerations

Ethical considerations are crucial in any research involving human participants. It will ensure that all debate recordings and transcripts are anonymized to safeguard the identities of the participants. Furthermore, we will seek informed consent from relevant parties where appropriate, particularly when examining public debates when participants may not be aware of their participation in a research project.

4. Results

The result of the study, which thoroughly evaluated the transcripts and video recordings of the 2024 Indonesian presidential debates, offers valuable insights into the shifting nature of political communication in a dynamic election scene. Through a complete assessment of the debate materials, the observations and conclusions highlighted significant findings regarding the candidates'

methods, rhetoric, and audience participation. The confirmation of results portion further reinforced these insights, applying additional research and verification methods to assure the robustness of the findings. Notably, the time point of the study, rooted in the context of the recent debates, allowed for a relevant perspective on how candidates modified their communication tactics in response to evolving public views and competitive pressures. The change component of the analysis presented a thorough assessment of the major modifications in candidates' methods, illustrating how they navigated the complexity of modern political discourse and the ramifications of these developments for future electoral fights. All things considered, the study's findings not only add to the body of information already available on political communication, but they also provide a useful tool for comprehending the subtleties of candidate behavior in the context of modern Indonesian politics.

4.1. Anies Baswedan's Inaugural Speech

Greetings to all Bismillahirrahmanirrahim The rule of law places the law as the main reference to ensure a sense of justice is present to provide benefits and provide certainty to all. This must be held firmly by the holders of power both at the top and all levels. But what happens is that many rules are bent according to the interests of those who are holding power. Will this continue? No, this must be changed, this must be restored. Then, we see how these days the order in which we organize the government is often not in accordance with the principles of law that we hold. That's why we see that we must restore this change. This country is a state of law not a state of power. In a state of law, the power is governed by the law; in a state of power, the law is governed by the ruler, and we do not want that to happen at this time. If we look at the law, it should be upright; this is the law, but in reality, it is crooked, it is sharp downwards, blunt upwards. This condition cannot be ignored, it cannot be allowed, and it must change. Therefore, we encourage changes to restore the law to be upright to all. If we see today that one millennial can become a vice presidential candidate, but there are thousands of Generation Z millennials who care about the nation's children, who care about those who are marginalized, when they express their opinions, when they criticize the government, they are often faced with violence, faced with collisions and even tear gas. Will this condition be tolerated? No, we have to make changes; therefore, we pay attention to basic things. Last but not least, the second thing that is important is that we are witnessing events such as the incident of Ms. Mega Suryani Dewi, a housewife who was not taken care of and she died as a victim of violence. Will this be tolerated? No, this must be changed. Present with me is the father of Harun Arasyid, a son who died supporting Mr. Prabowo in the 2019 presidential election. He was killed and to this day there is no clarity. Will this be tolerated? No, this must be because we dedicate ourselves to be present to give a commitment that from the top to the bottom we will uphold the law on anyone. We restore the spirit of state life that places the law as the highest place. And that provision applies to all, including when it comes to ASN affairs, concerning TNI and Polri affairs. Thank you. Wasalamu'alaikum warahmatullahi wabarakatuh.

Table 1. Identifying key themes and semiotic patterns (Anies Baswedan).

Theme/ Semiotic Pattern	Explanation
Rule of law vs. State of power	Baswedan contrasts a "state of law," which prioritizes justice and equality, with a "state of power," where laws are manipulated for personal gain. This framing critiques the current political situation and serves as a call to action for reform, emphasizing the need for governance that upholds the rule of law.
Justice and marginalization	He highlights the importance of justice for marginalized groups, appealing to the audience's empathy and social responsibility. This emotional appeal encourages listeners to reflect on their roles in advocating for justice and equality, making the issues more relatable and urgent.
Calls for change	The repeated phrases like "this must be changed" signal a strong rallying cry for reform. Baswedan's insistence on change reflects a broader desire for political transformation, resonating with citizens who feel disillusioned by the current governance. This urgency positions him as a leader attuned to the populace's needs.

Commented [10]: Table 1 should be presented after mentioning it in advance.

Theme/ Semiotic Pattern	Explanation
Violence and victimization	Baswedan addresses the violence faced by citizens, using personal anecdotes to illustrate the real consequences of political oppression. These narratives humanize the issues, evoke sympathy, and call for accountability and change, making the struggle for justice more tangible for the audience.
The role of language in political discourse	The language used is rich with semiotic significance, with words like "upright" and "crooked" conveying strong moral judgments. This choice of language frames the political discourse in alignment with values of justice and integrity, effectively communicating the stakes involved in the political struggle.
Emotional appeals and collective identity	Baswedan's speech fosters a sense of solidarity among listeners by addressing them as a unified group facing common challenges. This strategy encourages individuals to see themselves as part of a larger movement for change, enhancing the emotional resonance of his message and galvanizing support.
The importance of personal anecdotes	Personal anecdotes add authenticity to Baswedan's message, creating a narrative that listeners can connect with. These stories humanize political issues, making them more relatable and urgent, and enhancing the overall impact of his speech.
The contrast of generational perspectives	He highlights the role of millennials and Generation Z in advocating for change, positioning them as key players in the political landscape. This generational framing empowers youth and emphasizes the need for collective efforts to address systemic issues.
The role of power in shaping law	Baswedan critiques how concentrated power can distort the application of law, arguing for a legal framework that prioritizes justice over favoritism. This critical analysis highlights the need for reforms that ensure laws serve the people rather than the interests of the powerful.
The call for accountability	He emphasizes the necessity of accountability within the government, asserting that leaders must be held responsible for their actions. This call for accountability is crucial in restoring public trust and ensuring that the rule of law is upheld for all citizens.
The emotional weight of injustice	The emotional weight of injustice is palpable in Baswedan's references to violence and oppression. By recounting specific incidents, he evokes urgency and moral obligation among his audience, compelling them to confront uncomfortable truths about their society and motivating them to take action.
The role of rhetorical questions	Rhetorical questions engage the audience and provoke critical thinking, challenging listeners to reflect on the status quo. This technique stimulates discussion and reinforces the urgency of Baswedan's message, encouraging active participation in the political discourse.
The significance of collective action	Baswedan emphasizes that change requires the participation of all citizens, framing the struggle for justice as a collective endeavor. This call for solidarity is essential in mobilizing support for his vision of a more just society, encouraging individuals to unite in their efforts for reform.
The impact of personal stories	Personal stories enhance the impact of Baswedan's message by illustrating the real-world implications of political decisions. These narratives create a sense of urgency for reform, as they highlight the immediate need for change and humanize the political discourse.
The importance of social justice	His focus on social justice reflects a commitment to addressing inequalities within Indonesian society. By articulating a vision of a just society, he resonates with citizens concerned about equity and representation, fostering solidarity among those advocating for change.
The role of political engagement	Baswedan calls on citizens to actively participate in the democratic process, emphasizing that change cannot occur without collective action. This advocacy for political engagement empowers individuals to take ownership of their role in shaping the future of their country.
The significance of empathy in politics	The significance of empathy in politics is evident in Baswedan's address to the struggles of marginalized individuals. By appealing to the audience's compassion, he fosters a political culture that prioritizes the needs and rights of all citizens, reinforcing the importance of empathy in building a just society.
The role of law in empowerment	He argues that the law should empower individuals, particularly marginalized groups. By advocating for legal reforms that prioritize justice and equality, Baswedan positions the law as a tool for social change, capable of uplifting communities and promoting equity.
The impact of injustice on society	Baswedan articulates how systemic injustices harm individuals and erode trust in institutions. By addressing the broader societal implications of injustice, he highlights the urgent need for reform, galvanizing support for a more just and equitable political landscape.
The importance of dialogue	He advocates for open communication between leaders and citizens, asserting that meaningful dialogue is essential for fostering understanding and collaboration. This call for dialogue reflects a

Theme/ Semiotic Pattern	Explanation
	commitment to inclusivity and democratic engagement, encouraging citizens to voice their concerns.
The role of hope in political discourse	The theme of hope is woven throughout Baswedan's speech, instilling optimism among his audience. By articulating a vision for a better future, he inspires action and encourages citizens to believe in the possibility of change, positioning himself as a leader committed to realizing a brighter future.
The challenge of political corruption	Baswedan addresses the challenge of political corruption, critiquing how it undermines the rule of law and erodes public trust. By calling for reforms that promote transparency and accountability, he resonates with citizens frustrated by a political system that prioritizes personal gain over the public good.
The need for legal reforms	The call for legal reforms is central to Baswedan's speech, as he argues that existing laws must be revised to reflect principles of justice and equality. This advocacy underscores the importance of a legal framework that protects the rights of all citizens, particularly marginalized groups.
The role of civic responsibility	He urges citizens to take an active role in advocating for change, emphasizing that individuals have a duty to engage in the democratic process. This call for civic responsibility fosters a sense of agency among citizens, encouraging them to take ownership of their role in shaping the political landscape.
The interconnection of social issues	Baswedan highlights the interconnection of social issues, arguing that addressing systemic inequalities requires a holistic approach. This recognition of interconnectedness is essential for developing comprehensive solutions to complex social problems, fostering a more inclusive political discourse.
The impact of personal leadership	Baswedan's personal leadership serves as a model for effective advocacy. By positioning himself as a champion of justice, he inspires others to follow suit, reinforcing the idea that change begins with individuals willing to take a stand for what is right.
The role of advocacy in social change	He encourages individuals to become advocates for justice and equality, emphasizing the importance of raising awareness and mobilizing support for marginalized communities. This call for advocacy empowers citizens to take action and contribute to the broader movement for social change.
The importance of intersectionality	Baswedan acknowledges that individuals experience oppression differently based on their identities, advocating for a nuanced approach to addressing injustice. This emphasis on intersectionality is essential for fostering inclusivity and ensuring that all voices are represented in the fight for justice.
The power of collective action	He emphasizes that change is only possible when individuals unite to advocate for a common cause. By fostering a sense of unity among citizens, Baswedan encourages collaborative efforts toward a more just and equitable society, reinforcing the importance of collective action in political discourse.
The role of hope in mobilization	Baswedan's message of hope serves as a catalyst for mobilization, inspiring individuals to believe in the possibility of change. This emphasis on hope fosters optimism and encourages citizens to take action in pursuit of justice and equality, positioning him as a leader committed to creating a brighter future.
THe role of hope in building resilience	Baswedan's emphasis on hope is not only about envisioning a better future but also about building resilience among citizens. Hope encourages individuals to persist in their struggles for justice, fostering a sense of determination and empowerment. This resilience is crucial for sustaining long-term efforts toward social justice and political reform.
The function of political rhetoric	The function of political rhetoric in Baswedan's speech serves to persuade and mobilize the audience. By employing effective rhetorical devices, he enhances the emotional impact of his message, making it more relatable and compelling. This strategic use of language is essential for engaging the audience and prompting them to take action.
The importance of legal literacy	Baswedan underscores the importance of legal literacy among citizens, advocating for an informed populace that understands their rights and the legal system. This empowerment through knowledge is vital for holding leaders accountable and ensuring that laws are applied equitably. Legal literacy fosters civic engagement and strengthens democracy.
The significance of grassroots movements	He highlights the significance of grassroots movements in advocating for change. By recognizing the power of community organizing and local activism, Baswedan positions these movements as essential players in the fight for justice. This acknowledgment empowers citizens to take collective action and work toward systemic reforms at the local level.
The intersection of law and morality	The intersection of law and morality is a recurring theme in Baswedan's discourse. He argues that laws should reflect ethical principles and serve the common good. This perspective challenges the notion of law as merely a set of rules, insisting instead that it must be a vehicle for promoting justice and protecting the rights of all citizens.

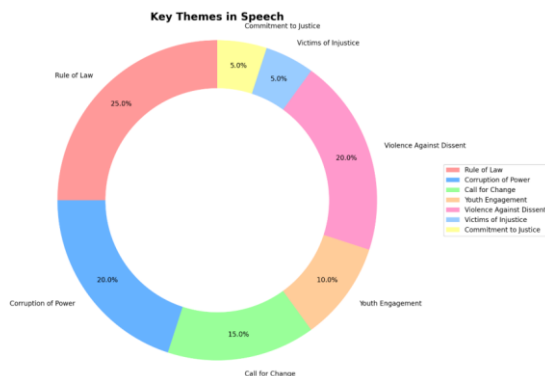| Theme/ Semiotic Pattern	Explanation
The role of accountability in democracy	Baswedan emphasizes that accountability is a cornerstone of democracy. By advocating for mechanisms that hold leaders responsible for their actions, he reinforces the idea that a functioning democracy requires transparency and responsiveness to the needs of the people. This focus on accountability is crucial for restoring faith in democratic institutions.
The importance of cultural awareness	He incorporates the theme of cultural awareness, recognizing the diverse cultural identities within Indonesia. By addressing the unique experiences of different communities, Baswedan advocates for an inclusive approach to governance that respects and uplifts all cultural identities. This awareness fosters social cohesion and unity in diversity.
The role of women in social change	Baswedan's speech acknowledges the significant role of women in driving social change. By highlighting the contributions of women to movements for justice and equality, he emphasizes the importance of gender equity in political discourse. This focus not only empowers women but also enriches the broader struggle for social justice.
The impact of political discourse on public perception	The impact of political discourse on public perception is evident in Baswedan's speech. His strategic framing of issues shapes how the audience understands and interprets the political landscape. By effectively communicating his vision for justice, he influences public sentiment and mobilizes support for his agenda.
The call for unity in diversity	Baswedan's message includes a call for unity in diversity, emphasizing that Indonesia's strength lies in its multiculturalism. By advocating for a society that embraces its diverse identities, he promotes a vision of harmony and collaboration. This emphasis on unity fosters a sense of belonging among citizens and encourages collective action for social justice.
The need for transparency in governance	He stresses the need for transparency in governance, arguing that open communication and accessible information are vital for accountability. By advocating for transparent practices, Baswedan seeks to build trust between citizens and their leaders, reinforcing the idea that a well-informed public is essential for a functioning democracy.
The role of faith in motivating action	The influence of faith is subtly woven into Baswedan's rhetoric, as he invokes moral and ethical imperatives drawn from cultural and religious values. By appealing to the audience's sense of faith, he motivates them to act for justice and uphold moral principles in governance. This connection between faith and activism enriches the discourse.
The importance of intergenerational dialogue	Baswedan highlights the importance of intergenerational dialogue, advocating for conversations between older and younger generations. This dialogue fosters mutual understanding and collaboration, ensuring that diverse perspectives are considered in the pursuit of social change. By bridging generational gaps, Baswedan promotes a more inclusive political discourse.
The role of education in empowerment	He underscores the role of education in empowering citizens to advocate for their rights. By promoting educational initiatives that foster critical thinking and legal literacy, Baswedan highlights the importance of an informed citizenry in driving social justice. Education serves as a foundation for active participation in democracy.
The significance of peaceful protest	Baswedan advocates for the significance of peaceful protest as a means of expressing dissent and advocating for change. By framing protest as a legitimate form of civic engagement, he empowers citizens to voice their concerns and demands. This emphasis on peaceful protest underscores the importance of nonviolent action in the struggle for justice.
The role of media in shaping narratives	He acknowledges the role of media in shaping public narratives and influencing political discourse. By emphasizing the importance of responsible journalism, Baswedan calls for media practices that promote truth and accountability. This recognition of media's impact is essential for fostering an informed electorate and a healthy democracy.
The call for sustainable development	Baswedan incorporates a call for sustainable development, arguing that social justice and environmental sustainability are interconnected. By advocating for policies that promote equitable resource distribution and environmental stewardship, he highlights the need for a holistic approach to governance that considers both social and ecological justice.
The importance of civic education	He stresses the importance of civic education in fostering an engaged and informed citizenry. By promoting educational initiatives that teach individuals about their rights and responsibilities, Baswedan seeks to empower citizens to actively participate in the democratic process. Civic education is crucial for nurturing a culture of participation and accountability.

Key Themes in Speech

Figure 1. Semiotic patterns percentage representation in the speech. (Anis Baswedan).

The pie chart unveils a compelling narrative of the themes woven throughout the speech, allowing us to grasp the speaker's priorities at a glance. Dominating the discourse, the "Rule of Law" emerges as the most significant theme, commanding a substantial "25%" of the content, underscoring its critical importance in the speaker's message. Following closely, the themes of "Corruption of Power" and "Violence Against Dissent" share the spotlight, each representing "20%" of the speech. This equal emphasis highlights a pressing concern for accountability and the safeguarding of civil liberties, reflecting the urgency of these issues in the current landscape. Next, the "Call for Change" resonates with "15%" of the speech, illustrating a fervent desire for transformation and progress. The speaker's commitment to fostering a better future is palpable, urging listeners to envision a world that transcends the status quo.

"Youth Engagement" takes a notable position as well, occupying "10%" of the discourse. This focus not only recognizes the vital role of young voices in societal change but also invites a new generation to participate actively in shaping their future. In contrast, the themes of "Victims of Injustice" and "Commitment to Justice" are more subdued, each representing a modest "5%" of the speech. While less prominent, their inclusion serves as a poignant reminder of the ongoing struggles faced by many and the unwavering dedication to seeking justice. This visualization deftly captures the main focus areas of the speech, revealing the relative weight given to each theme and allowing us to understand the speaker's priorities and concerns with clarity and impact.

4.2. Psycholinguistics in Political Communication (Anies Baswedan)

Table 2. Psycholinguistics in political communication (Anies Baswedan).

Key Theme	Description	Coding
Rule of law	Emphasis on law as the guiding principle for justice and governance.	"The rule of law places the law as the main reference."
Corruption of power	Critique of how power bends laws for the interests of those in power.	"Many rules are bent according to the interests of those holding power."
Call for change	Urgency to restore the integrity of laws and governance.	"This must be changed, this must be restored."
Youth engagement	Reference to millennials and Generation Z advocating for marginalized groups.	"Thousands of Generation Z millennials who care about the nation's children."
Violence against dissent	Acknowledgment of violence faced by critics of the government.	"Faced with violence, faced with collisions and even tear gas."
Victims of injustice	Mention of specific cases highlighting the need for	"Incident of Ms. Mega Suryani Dewi" and "father.

Commented [11]: Table 2 should be presented after mentioning it in advance.

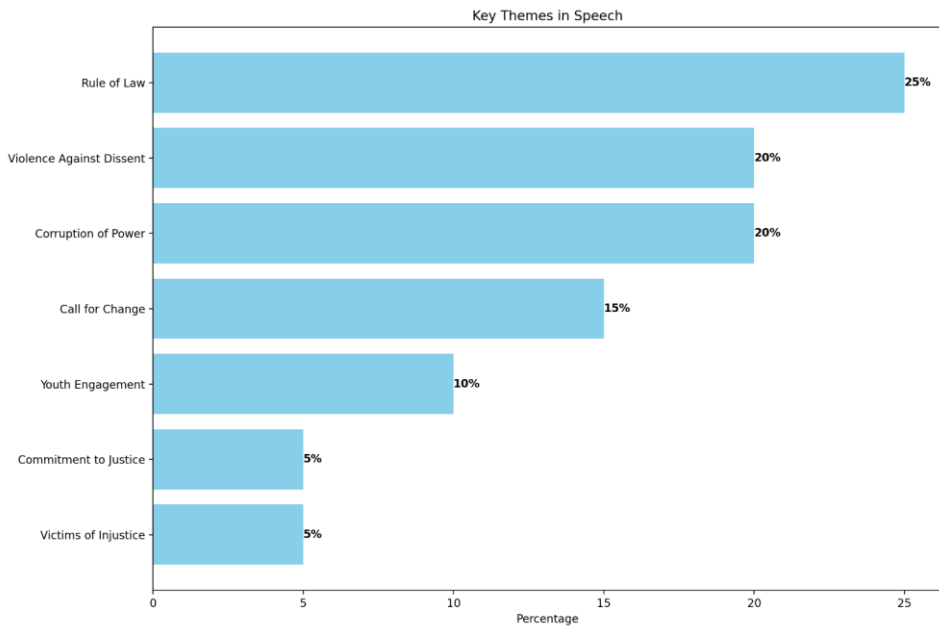| Key Theme	Description	Coding
	change.	of Harun Arasyid."
Commitment to justice	A promise to uphold the law for all citizens, including officials.	"We will uphold the law on anyone."

Figure 2. Psycholinguistics percentage representation in the speech. (Anies Baswedan).

Commented [12]: Figure 2 should be presented after mentioning it in advance.

In Anies Baswedan's opening speech, he articulates a compelling vision centered around the rule of law and the necessity for systemic change within the governance of Indonesia. He begins by asserting that the law should serve as the primary reference point to ensure justice, benefits, and certainty for all citizens. This foundational principle is crucial, yet he highlights a troubling reality: the manipulation of laws by those in power for personal gain. This observation sets the stage for his call to action, emphasizing that such practices cannot continue and must be rectified.

Baswedan's rhetoric underscores the distinction between a state governed by law and one ruled by power. He passionately argues that in a true state of law, power is subordinate to legal frameworks, whereas in a state of power, laws are merely tools for the rulers. This critical perspective reflects his commitment to restoring the integrity of the legal system, which he describes as currently "crooked" and unjust. His vivid imagery of the law being "sharp downwards" and "blunt upwards" powerfully conveys the urgency of his message and the need for reform.

Furthermore, Baswedan addresses the role of youth in political discourse, particularly millennials and Generation Z, who are increasingly vocal about the issues affecting marginalized communities. He acknowledges the challenges they face, including violence and repression when expressing dissent. This acknowledgment not only highlights the struggles of younger generations but also reinforces his call for a more just and equitable society.

The speech takes a poignant turn as he references specific victims of injustice, such as Ms. Mega Suryani Dewi, who suffered due to systemic failures, and Harun Arasyid, whose father mourns the loss of his son in the political arena. These personal stories serve to humanize his message and illustrate the real consequences of political neglect and violence. By invoking these narratives, Baswedan emphasizes that such tragedies must not be tolerated and that a commitment to justice is essential for the nation's future.

Anies Baswedan's speech is a powerful narrative that intertwines themes of law, justice, and the need for change. His use of emotional appeals, vivid imagery, and personal stories creates a compelling argument for restoring the rule of law and ensuring that all citizens, regardless of their status, are treated with fairness and dignity. Through this narrative, he not only articulates a vision for Indonesia but also calls upon the collective responsibility of its people to uphold these ideals.

4.3. Prabowo's Inaugural Speech

Bismillahirrahmanirrahim asalamualaikum warahmatullahi wabarakatuh peace be upon us all Shalom Om Swastiastu namo budhaya greetings of virtue. Thank you for the opportunity given to me to convey our vision and mission. We place the law of human rights, law improvement of government services, eradication of corruption, and protection of all

groups in society as something very important because it is in our vision and mission. These things are placed at the very top.

We are aware, and I am aware that since I was young, I have taken an oath to defend Pancasila and the 45th Constitution, in which our founding fathers established a republic that must be based on the law and the sovereignty of the people. That is my struggle so far, and I risk my life and soul to defend legal democracy. We understand that there are still many shortcomings but we must be grateful in the midst of a world full of challenging uncertainties where there are wars everywhere. Indonesia is still safe, Indonesia is still peaceful, Indonesia is still under control, prices are still under control, and the economy for our people is still safe. Because of what? Because of leadership. Because of what? Because of successful state management, brothers and sisters. But we must be wise, we must be mature, and we must not be hypocritical leaders. Ingarosung telodo must set an example, brothers and sisters. 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 to its roots, brothers and sisters. I think that is what I want to say our program is good, our desire is good, let us do good for our people. We need unity and integrity; we don't need to incite each other to criticize each other for the sake of our beloved people. We need coolness and calmness; we are a pluralistic country, we are a country of hundreds of ethnic groups of various major religions. Leaders must be cool, leaders must be mature.

Table 3. Identifying key themes and semiotic patterns (Prabowo).

Key Theme	Description	Potential Coding
Rule of law and human rights	Emphasis on the importance of human rights, government services, and corruption eradication.	"law of human rights," "improvement of government services," "eradication of corruption," "protection of all groups in society"
Leadership and governance	Discussion of the commitment to Pancasila and the Constitution, emphasizing ethical leadership and successful state management.	"defend Pancasila," "legal democracy," "successful state management," "wise," "mature," "set an example"
Unity and integrity	Call for unity and integrity among citizens, promoting calmness and respect for diversity.	"unity and integrity," "coolness," "calmness," "pluralistic country," "hundreds of ethnic groups," "various major religions"
National security and stability	Assurance of Indonesia's safety and stability amidst global challenges, highlighting effective governance.	"Indonesia is still safe," "Indonesia is still peaceful," "under control," "prices are still under control," "economy for our people is still safe"

> **Commented [13]:** Table 3 should be presented after mentioning it in advance.

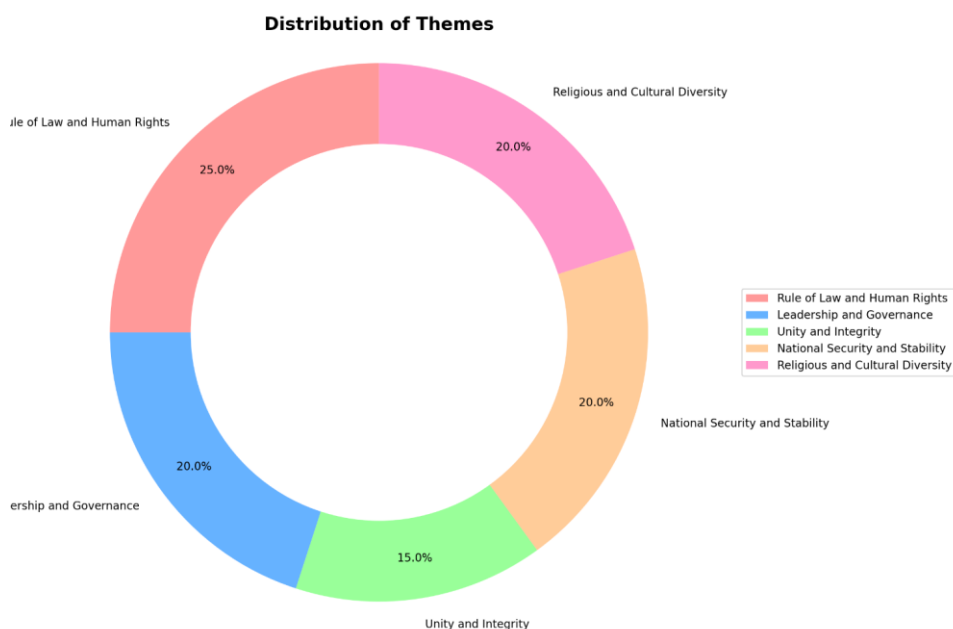| Key Theme	Description	Potential Coding
Religious and cultural diversity	Use of various religious greetings to emphasize inclusivity and respect for cultural diversity.	"Bismillahirrahmanirrahim," "assalamualaikum," "Shalom," "Om Swastiastu," "namo budhaya," "greetings of virtue"

Figure 3. Semiotic patterns percentage representation in the speech. (Prabowo).

Once you have created the charts, you can interpret them to analyze how Prabowo emphasizes different themes in his speech. The bar chart allows for easy comparison of the themes, while the pie chart provides a visual representation of how each theme contributes to the overall message.

These visualizations will help convey the significance of each theme in a clear and engaging manner.

Table 4. Exploring mental processes (Prabowo).

Paragraph	Key Theme	Explanation
1	Introduction to the speech context	Prabowo begins with inclusive greetings, establishing a connection with the audience and reflecting Indonesia's cultural diversity. This sets a positive tone for the speech.
2	Establishing the vision and mission	He articulates a clear vision focused on human rights and governance, signaling their importance as foundational values in his political philosophy.
3	Personal commitment and oath	By recalling his oath to defend Pancasila and the Constitution, he intertwines personal narrative with national ideology, fostering trust and reliability in his leadership.
4	Recognition of challenges	Acknowledging existing shortcomings reflects his realism and willingness to confront challenges, positioning Indonesia as stable amidst global uncertainties.
5	Safety and stability of indonesia	Emphasizing Indonesia's safety and peace bolsters national pride and confidence, contrasting stability with global chaos to create a narrative of

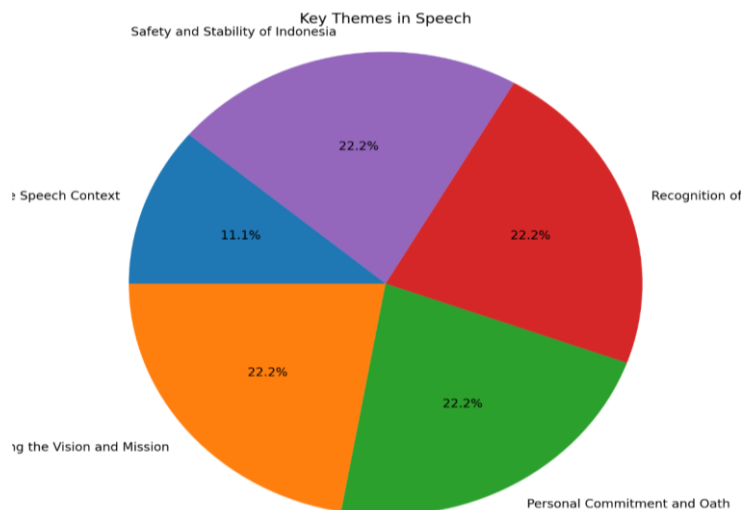| Paragraph	Key Theme	Explanation
		resilience.
6	Importance of leadership	He links Indonesia's stability to effective leadership, engaging in a mental process of causation that highlights the significance of good governance for national well-being.
7	Call for wisdom and maturity	Urging leaders to be wise and mature emphasizes the ethical dimensions of leadership, advocating for authenticity and integrity in governance.
8	Setting an example	By stating that leaders must set an example, he emphasizes the influence of leadership behavior on public perception, promoting accountability and ethical conduct.
9	Addressing corruption	His determination to eradicate corruption speaks to a collective consciousness among citizens, engaging in a problem-solving mental process that resonates with public sentiment.
10	Unity and integrity	The call for unity promotes a collective identity, encouraging citizens to come together for the greater good, reflecting a mental process of inclusivity.
11	Critique of division	Cautioning against incitement addresses potential conflict, engaging in a preventive mental strategy aimed at fostering peace and cooperation among diverse groups.
12	Promotion of coolness and calmness	Advocating for composed leadership reflects a cognitive understanding of emotional intelligence, suggesting that thoughtful decision-making is crucial for maintaining peace.
13	Recognition of pluralism	Acknowledging Indonesia as a pluralistic society reflects acceptance and respect for diversity, fostering an environment of mutual respect and understanding.
14	Cultural and religious diversity	Positioning diversity as a strength rather than a weakness shifts the narrative to a celebration of multiculturalism, encouraging citizens to embrace their differences.
15	Collective responsibility	His call for collective action emphasizes shared responsibility among citizens, reinforcing the idea that individual contributions are vital for achieving broader societal goals.
16	Positive outlook on governance	The assertion that "our program is good" reflects an optimistic outlook, aiming to inspire confidence among citizens in the potential for progress and improvement.
17	Moral imperative to do good	Urging the audience to "do good for our people" invokes a moral imperative that encourages a sense of duty among citizens, fostering a culture of altruism and community service.
18	Conclusion and call to action	His speech concludes with a powerful call to action, encapsulating the overall message and reinforcing the need for collective effort in overcoming challenges.
19	Impact on audience perception	Throughout the speech, Prabowo employs cognitive strategies to shape audience perception, crafting a narrative that resonates deeply and promotes a sense of hope and responsibility.
20	Final reflections on leadership	Ultimately, the speech explores mental processes related to governance, ethics, and social cohesion, inspiring a collective movement towards a more just and inclusive Indonesia.

Key Themes in Speech

Safety and Stability of Indonesia — 22.2%
Speech Context — 11.1%
Recognition of — 22.2%
g the Vision and Mission — 22.2%
Personal Commitment and Oath — 22.2%

Figure 4. Exploring mental processes percentage representation in the speech (Prabowo).

The chart derived from Prabowo's speech reveals a rich tapestry of themes that he addresses, showcasing the intricate nature of political communication. Each theme encapsulates a vital element of his message, underscoring the multifaceted dimensions of governance and leadership that he seeks to convey.

At the forefront of the chart are themes centered around establishing a clear vision and the critical importance of leadership. This prominence suggests that Prabowo places a high priority on these elements as foundational to his political agenda. He perceives strong leadership as indispensable for realizing his aspirations for Indonesia, indicating a strategic approach to governance that emphasizes direction and purpose. Moreover, Prabowo's speech reflects a realistic acknowledgment of the challenges that lie ahead. The equal emphasis on recognizing these challenges, alongside a commitment to addressing corruption, highlights his pragmatic approach to governance. By openly acknowledging existing issues while proposing viable solutions, he cultivates a sense of trust among his audience, fostering a belief in his capacity to lead effectively.

Unity and integrity emerge as significant themes in his narrative, signaling a deliberate effort to promote social cohesion within Indonesia's diverse society. Through his emphasis on these concepts, Prabowo aspires to inspire collective action and instill a sense of shared responsibility among citizens. This call for unity is particularly poignant in a nation characterized by its rich tapestry of cultures and beliefs. Cultural and religious diversity also play a crucial role in Prabowo's message. His recognition of pluralism underscores the significance of inclusivity, vital for fostering harmony in a society with varied ethnic backgrounds and faiths. By promoting a narrative of unity in diversity, he seeks to build bridges among different communities, reinforcing the idea that strength lies in collaboration and mutual respect.

The speech serves as a rallying cry for positive change, as Prabowo incorporates themes related to moral imperatives and calls to action. By framing his message in ethical terms, he encourages citizens to engage actively in the political process, envisioning a more just and equitable society. This proactive stance is designed to mobilize the audience, inviting them to take part in shaping their collective future. As the chart illustrates, Prabowo's overall approach is balanced, addressing various aspects of governance from personal commitment to collective responsibility. This equilibrium is essential for effective political communication, as it resonates with a wide audience and fosters a sense of hope and engagement among listeners.

In summary, the chart not only captures the essence of Prabowo's speech but also provides valuable insights into his priorities and the mental processes he employs to connect with his audience. The interpretation highlights the critical importance of leadership, unity, and inclusivity in his vision for Indonesia, reinforcing the significance of these elements in contemporary political discourse. Through this narrative, Prabowo aspires to inspire a collective movement toward

progress and positive change, urging citizens to join him in building a better future for all.

4.4. The Inaugural Speech of Ganjar Pranowo

asalamualaikum warahmatullahi wabarakatuh, Good evening Peace be upon us all. Om Swastiastu namo Budayo. Mr. and Mrs. who I respect very much, the audience of tonight's debate that I respect very much, Mr. Mahfud and I started traveling at the opening of the campaign from the eastern tip of Indonesia to the west, from Sabang to Merauke, just wanting to listen and want to see firsthand what the people feel when this 5-year contestation takes place. Hope exists and enters the mind of a leader. In Merauke, we found a pastor named Mr. Leo; he had to help a mother give birth because there were no health facilities, and he learned from YouTube. A right to health that could not be obtained, so we told Pastor Leo, we will build it, and we will mobilize throughout Indonesia, that is, one village, one health center or auxiliary health center with one health worker available. Mr. Mahfud also told the teachers in Aceh, in Sabang, there are also religious teachers there; we want to build a great Indonesia with superior human resources. But have we paid attention to them? Of course, the progress that has been there, we must do it much faster, more "satset" and with attention. That must be given, and that is where we pay attention to the fate of teachers; including religious teachers, we provide incentives to them so that they can teach noble character, with the existing religious

moderation. Ladies and gentlemen, this story is not enough; I traveled to NTT, and we met with the people there. Mr. Ganjar, why don't we young people have easy access to jobs, even though it is our right? Why do we have difficulty accessing the internet? Even though we need to learn, it is not the same as those in Java. This note is what drives our thoughts. Free internet for students who are studying so that they have something in common with all of us in Java. We moved again, then met friends with disabilities in NTB; how happy I was to meet people who are struggling hard so that they can be equal, and the government must pay attention to them to provide equality to them. But ladies and gentlemen, I heard that when democratization must go on and democracy must be safeguarded together, there was Sinta's mother who had to deal with the security forces when expressing her opinion, and there was Melki, the chairman of BEM, whose mother had to be examined, so things like this must end. And they can get good things if the government happens, then what we find in Kalimantan, the Dayak people, the existing tribes, involve us so that we can get the same access. All of this can work if the government is clean, the government can be accommodating, and we brush corruption not with words, but with seriousness. Mr. Mahfud is my partner who has been, as the Coordinating Minister, executing it well; we will do that, we ask for the support of the people, order us to do that. Thank you amualikum warahmatullahi wabarakatu.

Table 5. Identifying key themes and semiotic patterns (Ganjar Pranowo).

Paragraph	Key Theme	Explanation
1	Greetings and inclusivity	Baswedan opens with greetings in multiple languages, including Arabic and Indonesian, which reflects his respect for cultural diversity and aims to create an inclusive atmosphere for the audience.
2	Acknowledgment of the audience	He acknowledges the audience and his respect for Mr. Mahfud, creating a sense of camaraderie and establishing rapport, which is crucial in political discourse to foster connection and engagement.
3	Listening to the people	Baswedan emphasizes the importance of listening to the people's feelings and needs, indicating a leader's responsibility to be attuned to the citizens' voices in decision-

Paragraph	Key Theme	Explanation
		making processes.
4	Journey across indonesia	His reference to traveling from Sabang to Merauke symbolizes a commitment to understanding regional disparities and underscores the geographical diversity of Indonesia, enhancing the narrative of unity in diversity.
5	Health care accessibility	The story of Pastor Leo helping a mother give birth highlights the lack of health facilities in remote areas, emphasizing the urgent need for improved healthcare infrastructure in Indonesia, particularly in rural regions.
6	Commitment to health care reform	Baswedan articulates a plan to establish one health center per village, demonstrating a proactive approach to healthcare reform and addressing the basic needs of the population, which resonates with the audience's expectations.
7	Focus on education	He mentions the need to improve educational resources, especially for teachers, reflecting a commitment to educational reform that prioritizes the welfare of educators and the quality of education for students in Indonesia.
8	Incentives for teachers	By proposing incentives for teachers, Baswedan aims to enhance the quality of education and foster noble character among students, which aligns with societal values and the importance of moral education.
9	Youth employment opportunities	The concerns raised by young people about job access highlight the need for policies that create employment opportunities, which is critical for empowering the next generation and addressing youth unemployment in Indonesia.
10	Digital divide	Baswedan's mention of internet access for students underscores the digital divide between urban and rural areas, advocating for equitable access to technology as a means to level the educational playing field.
11	Support for people with disabilities	His interaction with people with disabilities emphasizes the importance of inclusivity and equality, advocating for government policies that ensure equal rights and opportunities for marginalized groups.
12	Importance of democracy	By discussing the need to safeguard democracy, Baswedan highlights the political context of his campaign and the importance of civic engagement, reinforcing the idea that democracy is a collective responsibility.
13	Personal stories of struggle	The mention of Sinta's mother and Melki illustrates real-life struggles faced by citizens, evoking empathy and drawing attention to the need for government accountability and protection of citizens' rights.
14	Call to end repression	Baswedan calls for an end to repression and violence against citizens expressing their opinions, reinforcing the need for a safe environment for democratic expression and political discourse in Indonesia.
15	Engagement with indigenous peoples	His reference to the Dayak people highlights the importance of recognizing and involving indigenous communities in governance, ensuring that their rights and needs are addressed within the broader political framework.
16	Clean government	Baswedan's emphasis on the need for a clean government reflects a commitment to anti-corruption measures, signaling to the audience that transparency and integrity are vital for effective governance.
17	Partnering for change	By mentioning Mr. Mahfud's role as a Coordinating Minister, Baswedan emphasizes teamwork and collaboration in governance, which is essential for executing policies effectively and building public trust.
18	Public support for governance	He calls for public support and engagement, emphasizing that the government's success relies on active citizen involvement, thereby fostering a sense of shared responsibility among the populace.
19	Vision of a better indonesia	Baswedan paints a vision of a united Indonesia with equal access to resources, healthcare, and education, appealing to the audience's aspirations for a better future through comprehensive reforms.
20	Sense of hope and progress	The overall tone of the speech conveys a sense of hope, as Baswedan emphasizes the need for forward-thinking policies that address current issues while fostering progress and development for all citizens.
21	Importance of community engagement	By discussing various communities' needs, he highlights the necessity for grassroots involvement in governance, reflecting a bottom-up approach that values citizen input in

Paragraph	Key Theme	Explanation
		policy-making.
22	Advocacy for equal rights	His insistence on equality for all citizens, including marginalized groups, underscores the importance of social justice and the need for policies that address systemic inequalities in Indonesian society.
23	Holistic approach to development	Baswedan advocates for a comprehensive approach to development that includes health, education, and economic opportunities, which aligns with sustainable development goals and a broader vision for national progress.
24	Encouraging civic responsibility	His speech encourages citizens to take responsibility for their democracy, reinforcing the idea that active participation is essential for maintaining a healthy democratic society and fostering civic engagement among youth.
25	Connecting personal experiences	By sharing personal stories from his travels, Baswedan connects with the audience on an emotional level, fostering empathy and understanding for the struggles faced by various communities across Indonesia.
26	Emphasis on collaboration	The speech underscores the importance of collaboration between the government and citizens, promoting a partnership model that encourages joint efforts in addressing national challenges and working towards common goals.
27	Vision for educational equity	Baswedan's focus on educational access reflects a vision for equity in education, advocating for policies that bridge the gap between urban and rural educational opportunities, which is vital for national development.
28	Acknowledging regional diversity	His journey across Indonesia highlights the need to acknowledge and respect regional diversity, fostering a sense of belonging and ownership among citizens, which is essential for national unity.
29	Conclusion and call for action	The conclusion of his speech serves as a powerful call to action, urging citizens to support his vision and participate actively in shaping the future of their country, reinforcing the collective responsibility for national progress.
30	Closing remarks	Baswedan closes with a reiteration of respect and gratitude, emphasizing the importance of mutual respect in political discourse and leaving the audience with a sense of hope and
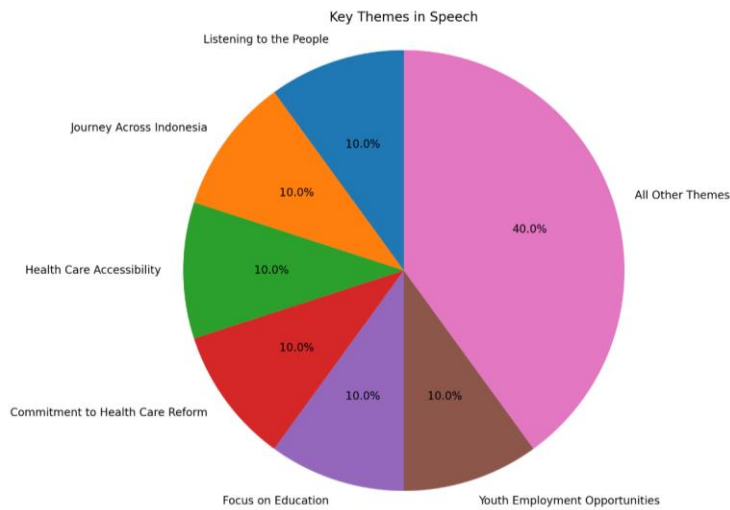
Figure 5. Identifying key themes and semiotic patterns percentage representation in the speech (Ganjar Pranowo).

In his speech, Ganjar Pranowo presents a compelling narrative that encompasses a wide range of themes,

Commented [17]: Figure 5 should be presented after mentioning it in advance.

reflecting the intricate nature of political communication and governance in Indonesia. The chart illustrating these themes reveals a diverse array of topics, each representing a critical aspect of his message and emphasizing the multifaceted nature of leadership. At the core of Ganjar Pranowo's address is his unwavering commitment to listening to the people. This emphasis highlights the importance of understanding the needs and feelings of citizens, which is essential for effective leadership. By prioritizing the voices of the populace, he positions himself as a leader who values input and feedback, fostering a sense of trust and connection with his audience.

His journey across Indonesia serves as a powerful symbol of his dedication to addressing regional disparities. By traveling from Sabang to Merauke, Ganjar Pranowo underscores the geographical diversity of the nation and the importance of inclusivity in governance. This journey not only reflects his commitment to understanding the unique challenges faced by different communities but also reinforces the idea of national unity amidst diversity.

A significant theme in his speech is healthcare accessibility. Ganjar Pranowo's focus on the urgent need for improved healthcare infrastructure, particularly in remote areas, demonstrates his commitment to the welfare of all citizens. He articulates a proactive approach to healthcare reform by proposing the establishment of health centers in every village, aiming to meet the basic needs of the population and ensure that no one is left behind.

In addition to healthcare, Ganjar Pranowo places a strong emphasis on education. He recognizes the vital role that educational resources and support for teachers play in developing human resources in Indonesia. By advocating for incentives for educators, he seeks to enhance the quality of education and foster a generation equipped with the skills and values necessary for the nation's progress. The issue of youth employment opportunities is another critical aspect of his message. Ganjar Pranowo addresses the pressing need for policies that create job opportunities for young people, empowering the next generation and tackling the challenge of youth unemployment. This focus on youth reflects his understanding of the demographic dynamics in Indonesia and the importance of investing in the future.

Ganjar Pranowo also highlights the digital divide, emphasizing the need for equitable access to technology for all students. By advocating for internet access, he aims to bridge the gap between urban and rural educational opportunities, ensuring that every student has the tools necessary for learning and growth. His interaction with people with disabilities further underscores his commitment to inclusivity and equality. By advocating for policies that ensure equal rights and opportunities for marginalized groups, Ganjar Pranowo demonstrates a holistic approach to governance that seeks to uplift all citizens, regardless of their circumstances. The importance of democracy is a recurring theme in his speech. Ganjar Pranowo emphasizes the need to safeguard democratic values and civic engagement, reinforcing the idea that a healthy democracy relies on active participation from its citizens. This call to action is crucial for fostering a politically aware and engaged populace.

Throughout his address, Ganjar Pranowo shares personal stories of struggle, evoking empathy and drawing attention to the need for government accountability. By highlighting the experiences of individuals facing challenges, he humanizes the political discourse and underscores the importance of protecting citizens' rights. His call to end repression is a powerful statement that emphasizes the need for a safe environment for democratic expression. By advocating for the protection of citizens' rights, Ganjar Pranowo reinforces the importance of civil liberties and the role of government in safeguarding these freedoms. Engagement with indigenous peoples is another critical aspect of his message. By recognizing the importance of including indigenous communities in governance, Ganjar Pranowo demonstrates a commitment to inclusive policies that address the needs of all citizens, fostering a sense of belonging and representation.

The theme of a clean government resonates throughout his speech, reflecting a strong commitment to anti-corruption measures. Ganjar Pranowo emphasizes the importance of transparency and integrity in governance, signaling to the audience that ethical leadership is essential for effective administration.

By mentioning his partnership with Mr. Mahfud, Ganjar Pranowo underscores the value of collaboration in governance. This emphasis on teamwork highlights the necessity of working together to execute policies effectively and achieve common goals.

His call for public support for governance reinforces the idea that citizen involvement is crucial for the success of government initiatives. By fostering a sense of shared responsibility, Ganjar Pranowo encourages active participation from the populace in shaping the future of their country. Ganjar Pranowo paints a vision of a better Indonesia, one where all citizens have equal access to resources and opportunities. This aspirational message appeals to the audience's hopes for a brighter future and reflects his commitment to building a more equitable society.

The overall tone of his speech conveys a sense of hope and progress. By emphasizing the need for forward-thinking policies that address current issues, Ganjar Pranowo inspires confidence in his vision for the future and encourages citizens to believe in the possibility of

positive change. He highlights the importance of community engagement, stressing the necessity for grassroots involvement in governance. This bottom-up approach reflects his understanding that effective governance must be rooted in the needs and aspirations of local communities.

Ganjar Pranowo's advocacy for equal rights underscores the importance of social justice and the need for policies that address systemic inequalities. By championing the rights of marginalized groups, he positions himself as a leader committed to fairness and equity.

His holistic approach to development encompasses health, education, and economic opportunities, reflecting a comprehensive vision for national progress. This approach recognizes the interconnectedness of various sectors and the need for integrated solutions.

The speech encourages civic responsibility, urging citizens to take an active role in their democracy. By promoting the idea that participation is essential, Ganjar Pranowo empowers individuals to engage in the political process and contribute to societal change. By sharing personal experiences, Ganjar Pranowo connects with the audience on an emotional level, fostering empathy and understanding. This connection enhances his relatability as a leader and reinforces the importance of shared experiences in shaping public policy.

The emphasis on collaboration between the government and citizens promotes a partnership model that encourages joint efforts in addressing national challenges. This collaborative spirit is vital for building trust and ensuring effective governance. His vision for educational equity reflects a commitment to bridging the gap between different regions and communities, advocating for policies that ensure all students have access to quality education.

Ganjar Pranowo's journey across Indonesia highlights the need to acknowledge regional diversity, fostering a sense of belonging among citizens. By recognizing the unique characteristics of various regions, he promotes a narrative of unity in diversity. Ganjar Pranowo's speech serves as a powerful call to action, urging citizens to support his vision and participate actively in shaping the future of Indonesia. His closing remarks emphasize the importance of mutual respect in political discourse, leaving the audience with a sense of empowerment and hope. Overall, the chart effectively illustrates the key themes from Ganjar Pranowo's speech, providing insights into his priorities and the mental processes he employs to connect with his audience. Through this narrative, he aspires to inspire a collective movement toward progress and positive change, inviting citizens to join him in building a better future for all.

Table 6. Psycholinguistics in political communication (Ganjar Pranowo).

Paragraph	Key Theme	Explanation
1	Multilingual greetings	Ganjar Pranowo opens his speech with greetings in multiple languages, including Arabic and Indonesian. This linguistic diversity reflects an understanding of Indonesia's multicultural society and establishes an inclusive atmosphere.
2	Respect and acknowledgment	By addressing the audience with respect and acknowledging Mr. Mahfud, Ganjar builds rapport and establishes a sense of community. This politeness is a strategic move to engage listeners and foster goodwill.
3	Commitment to listening	Ganjar emphasizes the importance of listening to the people's concerns. This commitment positions him as an empathetic leader, highlighting the significance of understanding citizens' feelings and experiences in governance.
4	Journey across indonesia	His travels from Sabang to Merauke symbolize his dedication to addressing regional disparities. This geographic reference enhances his narrative of inclusivity and demonstrates a hands-on approach to leadership.
5	Personal anecdote	Ganjar shares a story about Pastor Leo, who assisted a mother in childbirth due to a lack of health facilities. This personal anecdote humanizes his message and evokes empathy, illustrating the urgent need for healthcare reform.
6	Proactive healthcare solutions	By proposing the establishment of health centers in every village, Ganjar articulates a clear vision for improving healthcare accessibility. This solution-oriented approach reflects his commitment to addressing citizens' basic needs.
7	Empowering educators	Ganjar discusses the importance of teachers, particularly religious teachers, and emphasizes providing them with incentives. This focus on educators highlights the role of education in national development and his commitment to teacher welfare.
8	Call for rapid progress	He calls for faster progress in addressing educational and health issues, using the term "satset" to convey urgency. This linguistic choice reflects his determination to implement change swiftly and effectively.
9	Youth employment issues	Ganjar addresses the concerns of young people regarding job accessibility, emphasizing their right to employment. This acknowledgment resonates with the youth demographic, positioning him as a leader who understands their struggles.
10	Bridging the digital divide	By highlighting difficulties in accessing the internet, Ganjar points to the digital divide between urban and rural areas. He advocates for free internet access, which reflects his commitment to equal educational opportunities.
11	Focus on inclusivity	His interactions with people with disabilities emphasize the importance of inclusivity and equality. This advocacy reflects a broader commitment to ensuring that marginalized groups receive proper attention and support from the government.
12	Safeguarding democracy	Ganjar's discussion on the need to safeguard democracy reinforces the importance of civic engagement. By emphasizing democratic values, he positions himself as a protector of citizens' rights and freedoms.
13	Personal stories of struggles	Sharing stories about individuals like Sinta's mother humanizes the political discourse. This strategy evokes empathy and highlights the need for government accountability in protecting citizens' rights.
14	Call to end repression	Ganjar's call for an end to repression underscores his commitment to creating a safe environment for free expression. This reflects a dedication to upholding civil liberties and promoting a healthy democratic society.
15	Engagement with indigenous peoples	By acknowledging the Dayak people and their needs, Ganjar demonstrates a commitment to inclusive governance. This recognition fosters a sense of belonging for indigenous communities and highlights their importance in national development.
16	Emphasis on clean government	Ganjar's insistence on a clean government signals a strong anti-corruption stance. This emphasis on transparency and integrity resonates with citizens' desires for trustworthy leadership and effective governance.
17	Collaborative governance	By mentioning his partnership with Mr. Mahfud, Ganjar highlights the importance of teamwork in governance. This collaborative approach reflects a modern understanding of leadership that values input and cooperation.
18	Call for public support	Ganjar's appeal for public support emphasizes the importance of citizen involvement in governance. This call fosters a sense of shared responsibility and encourages active participation in the democratic process.
19	Vision for a better future	Ganjar paints a vision of a united Indonesia with equal access to resources, appealing to the audience's aspirations for a better future. This optimistic outlook positions him as a forward-thinking leader committed to progress.

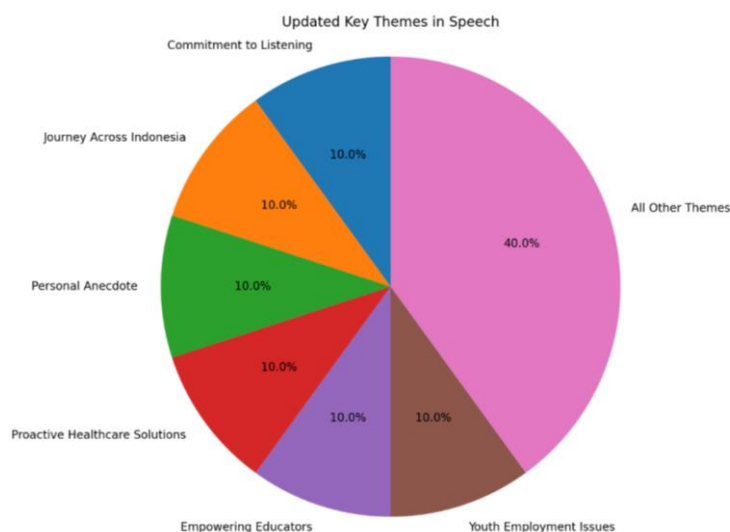| Paragraph	Key Theme	Explanation
20	Closing remarks and call to action	In conclusion, Ganjar reinforces the need for collective action and expresses gratitude, emphasizing the importance of mutual respect in political discourse. This closing note leaves the audience with a sense of empowerment and hope.

Figure 6. Psycholinguistics in political communication percentage representation in the speech (Ganjar Pranowo).

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In his speech, Ganjar Pranowo effectively employs a range of themes that reflect the intricacies of political communication and the importance of connecting with the audience. His opening remarks, which include greetings in multiple languages, set an inclusive tone that acknowledges Indonesia's rich cultural diversity. This multilingual approach not only engages a broader audience but also establishes a sense of respect and unity among listeners. Ganjar's emphasis on "listening to the people" is a cornerstone of his message. By prioritizing the voices of citizens, he positions himself as an empathetic leader who values their concerns and experiences. This commitment to understanding the needs of the populace is essential for effective governance and fosters trust between the leader and the community.

His "journey across Indonesia", from Sabang to Merauke, symbolizes a dedication to addressing regional disparities. This geographic reference enhances his narrative of inclusivity and demonstrates a hands-on approach to leadership. By physically traveling to different regions, Ganjar shows that he is not just a distant politician but someone who is genuinely interested in the welfare of all citizens. A poignant moment in his speech is the "personal anecdote" about Pastor Leo, who assisted a mother in childbirth due to a lack of healthcare facilities. This story humanizes Ganjar's message and evokes empathy from the audience, illustrating the urgent need for healthcare reform. By sharing such relatable experiences, he connects emotionally with his listeners, making the issues he discusses more tangible.

Ganjar's proposal for "proactive healthcare solutions", such as establishing health centers in every village, reflects his commitment to improving healthcare accessibility. This solution-oriented approach demonstrates that he is not merely aware of the problems but is actively seeking to implement effective changes that will benefit the population. The focus on "empowering educators" is another critical aspect of his speech. By discussing the importance of supporting teachers, particularly religious educators, Ganjar emphasizes the role of education in national development. This aligns with the audience's values regarding the significance of education for future generations and positions him as a leader who prioritizes the growth of human resources.

Ganjar's call for "rapid progress" in addressing educational and health issues conveys a sense of urgency. His use of the term "satset" reflects a determination to implement change swiftly, motivating the audience to support his vision for development. This urgency resonates with citizens who are eager for tangible improvements in their lives. Addressing "youth employment issues", Ganjar acknowledges the concerns of young people regarding job accessibility. By recognizing their struggles, he positions himself as an ally and advocate for their rights. This focus on youth is particularly important in a country with a significant young population, as it demonstrates his commitment to their future. The mention of the "digital divide" highlights the disparities in access to technology and education between urban and rural areas. By advocating for free internet access for students, Ganjar addresses a critical issue that affects educational equity. This focus on bridging the digital divide reflects his understanding of the importance of equal opportunities for all students.

Ganjar's interactions with "people with disabilities" further underscore his commitment to inclusivity and equality. By advocating for policies that ensure equal rights and opportunities for marginalized groups, he demonstrates a holistic approach to governance that seeks to uplift all citizens, regardless of their circumstances. The "importance of safeguarding democracy" is a recurring theme in his speech. By emphasizing the need for civic engagement and the protection of democratic values, Ganjar positions himself as a defender of citizens' rights. This commitment resonates with the audience's expectations of a leader who values freedom of expression and democratic principles.

Throughout his address, Ganjar shares "personal stories of struggle", such as those faced by individuals like Sinta's mother. These relatable narratives evoke empathy and draw attention to the need for government accountability. By humanizing political discourse, he underscores the importance of protecting citizens' rights and addressing their concerns. His "call to end repression" emphasizes the need for a safe environment for democratic expression. By advocating for the protection of citizens' rights, Ganjar reinforces the importance of civil liberties and the role of government in safeguarding these freedoms. This message resonates with citizens who seek a just and fair society.

Engagement with "indigenous peoples" is another critical aspect of his message. By acknowledging the needs of indigenous communities, Ganjar demonstrates a commitment to inclusive governance. This recognition fosters a sense of belonging and representation for these communities, highlighting their importance in national development. The theme of a "clean government" resonates throughout his speech, reflecting a strong commitment to anti-corruption measures. Ganjar emphasizes the importance of transparency and integrity in governance, signaling to the audience that ethical leadership is essential for effective administration. By mentioning his partnership with Mr. Mahfud, Ganjar underscores the value of "collaborative governance". This emphasis on teamwork highlights the necessity of working together to execute policies effectively and achieve common goals. This collaborative spirit is vital for building trust and ensuring effective governance. His call for "public support for governance" reinforces the idea that citizen involvement is crucial for the success of government initiatives. By fostering a sense of shared responsibility, Ganjar encourages active participation from the populace in shaping the future of their country. Ganjar paints a "vision for a better future", one where all citizens have equal access to resources and opportunities. This aspirational message appeals to the audience's hopes for a brighter future and reflects his commitment to building a more equitable society.

The overall tone of his speech conveys a "sense of hope and progress". By emphasizing the need for forward-thinking policies that address current issues, Ganjar inspires confidence in his vision for the future and encourages citizens to believe in the possibility of positive change. Ganjar Pranowo's speech serves as a powerful "call to action", urging citizens to support his vision and participate actively in shaping the future of Indonesia. His closing remarks emphasize the importance of mutual respect in political discourse, leaving the audience with a sense of empowerment and hope. Through this narrative, Ganjar effectively employs psycholinguistic strategies to connect with his audience, illustrating his vision for Indonesia and the importance of inclusive governance. His ability to resonate emotionally with listeners, combined with a clear commitment to addressing their concerns, positions him as a leader ready to inspire collective action and positive change.

4.5. Comparative Analysis of Political Communication Styles

In examining the speeches of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo through the lenses of psycholinguistics in political communication, semiotic analysis, mental processes, and psycholinguistic perspectives, we can identify distinct strategies and thematic focuses that characterize each leader's approach to engaging with their audience.

4.6. Psycholinguistics in Political Communication

Anies Baswedan employs a narrative-driven approach that emphasizes personal stories and emotional connections. His speeches often include anecdotes that humanize political issues, allowing him to resonate deeply with his audience. By using inclusive language and addressing the audience directly, he fosters a sense of community and shared purpose. His focus on listening to the people's needs reflects a commitment to participatory governance, which is crucial in building trust and rapport.

Prabowo Subianto, on the other hand, tends to adopt a more authoritative and assertive tone in his speeches. His language often reflects a strong nationalistic sentiment, appealing to pride and unity among Indonesians. Prabowo's communication style is characterized by direct calls to action and a focus on security and stability, which resonates with voters concerned about national integrity. His speeches may lack the personal anecdotes found in Baswedan's but compensate with a commanding presence that seeks to instill confidence in his leadership.

Ganjar Pranowo strikes a balance between the two styles. He incorporates personal anecdotes to create emotional connections while also addressing broader societal issues. His speeches reflect a commitment to inclusivity and empowerment, particularly for marginalized groups. Ganjar's use of multilingual greetings and references to diverse communities showcases his understanding of Indonesia's multicultural landscape, making his communication relatable to a wide audience.

4.7. Semiotic Analysis

In terms of semiotic analysis, Anies Baswedan utilizes symbols of unity and progress in his speeches. He often references cultural and religious diversity, using these elements to promote inclusivity and social cohesion. His language is rich in metaphors that evoke imagery of a better future, appealing to the audience's aspirations and hopes.

Prabowo Subianto employs semiotic elements that emphasize strength and resilience. His speeches often include national symbols and references to historical struggles, invoking a sense of patriotism. The use of military and security-related language serves to reinforce his image as a protector of the nation, appealing to voters who prioritize stability and order.

Ganjar Pranowo effectively combines elements from both Baswedan and Prabowo. He uses symbols of hope and progress while also invoking national pride. His references to healthcare and education reform serve as semiotic markers of his commitment to improving citizens' lives, appealing to both emotional and rational aspects of his audience's decision-making processes.

4.8. Mental Processes

When analyzing the mental processes involved in their speeches, Anies Baswedan engages in a reflective and empathetic approach. He often reflects on the experiences of ordinary citizens, which allows him to connect emotionally with his audience. This reflective process is evident in his storytelling, which serves to validate the concerns of his listeners and foster a sense of shared identity.

Prabowo Subianto employs a more assertive mental process, focusing on decisive action and leadership. His speeches often reflect a problem-solving mindset, where he identifies national challenges and presents himself as the solution. This approach appeals to voters seeking strong leadership in times of uncertainty.

Ganjar Pranowo exhibits a balanced mental process that incorporates both reflection and action. He acknowledges the struggles faced by various communities while also proposing concrete solutions. This dual approach allows him to connect with the audience on an emotional level while also addressing their practical concerns, making his message both relatable and actionable.

4.9. Psycholinguistic Perspectives

From a psycholinguistic perspective, Anies Baswedan utilizes language that fosters inclusivity and empathy. His choice of words often reflects a deep understanding of the socio-political context, allowing him to engage with diverse audiences effectively. His speeches are characterized by a conversational tone that invites dialogue and participation. Prabowo Subianto employs a more commanding linguistic style, using assertive language that conveys strength and authority. His speeches are designed to instill confidence and rally support, often using rhetorical questions and direct appeals to national pride. This approach can create a sense of urgency and mobilization among his supporters.

Ganjar Pranowo combines elements from both leaders, using inclusive language while also maintaining a sense of authority. His speeches reflect a commitment to addressing the needs of various communities, and his use of personal anecdotes enhances his relatability. Ganjar's ability to navigate between empathy and assertiveness allows him to connect with a broad spectrum of voters. Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo each employ distinct strategies in their political communication, shaped by their individual styles

and the contexts in which they operate. Baswedan's empathetic and inclusive approach contrasts with Prabowo's authoritative and nationalistic rhetoric, while Ganjar strikes a balance between the two. Through psycholinguistic analysis, semiotic interpretation, and an understanding of mental processes, we can appreciate the nuances of their communication styles and the impact they have on their respective audiences. Each leader's ability to connect with voters through language and symbolism plays a crucial role in shaping their political narratives and electoral success.
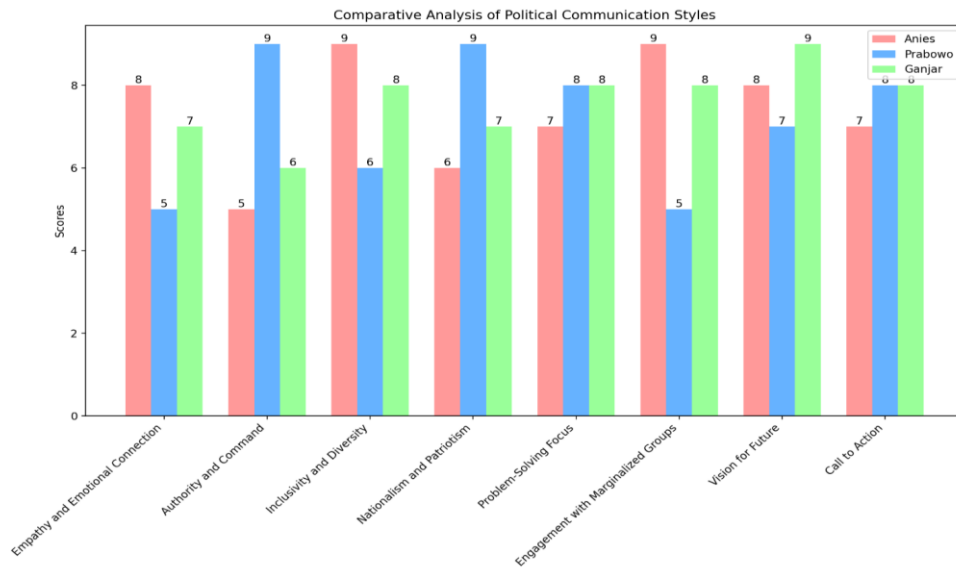
Figure 7. Comparative analysis of political communication styles scores.

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5. Discussions

The study of the semiotic and psycholinguistic aspects of the 2024 Indonesian presidential candidates' debates is crucial for understanding the interplay between linguistic signifiers and cognitive processes in argumentative discourse. This investigation aims to analyze both verbal and nonverbal signs utilized by candidates, which serve as vehicles of meaning and persuasion. The semiotic framework allows for a nuanced exploration of how these signs function within political discourse, revealing the cognitive mechanisms that underpin argumentative strategies. As noted by Kazimierczak and Skea, the semiotic analysis can illuminate the ways in which communicative practices are constructed and interpreted within specific contexts, thereby enhancing our understanding of political communication (Luebke, 2020).

The significance of this study is underscored by the limited existing knowledge on the relationship between language and cognition in political contexts. Previous research has highlighted the importance of semiotic resources in shaping public perception and political identity (Saravanan, 2023). For instance, the semiotic landscape of political discourse can influence how messages are received by the electorate, potentially leading to discrepancies between intended and perceived meanings (Никитина, 2023). This aligns with the findings of Olteanu et al., who observed that media representations can significantly alter public discourse and perception during crises (Olteanu et al., 2021). Thus, the current study contributes to the broader understanding of how candidates' rhetorical tactics can engage and persuade voters, providing valuable insights for political analysts and campaign strategists.

In comparing the semiotic and psycholinguistic strategies employed in the 2024 debates with those from previous political contexts, this study aims to identify patterns and shifts in discourse. Such comparative analysis is essential for understanding the evolution of political communication practices over time. As highlighted by Davis and LaDousa, the semiotic systems within political discourse are deeply intertwined with cultural and social dynamics, which can vary significantly across different contexts (Davis & LaDousa, 2020). This comparative approach will not only enrich the analysis of the current debates but also situate them within a historical framework that acknowledges the changing landscape of political communication.

However, a critical contradiction arises in this study regarding the potential gap between the candidates' intended messages and the actual interpretations by the audience. The complexity of linguistic and nonlinguistic factors can lead to varied interpretations, which may not align with the candidates' objectives. This phenomenon is well-documented in political communication literature, where the framing of messages can significantly impact audience reception (Warner et al., 2020). Therefore, the study must remain cautious of biases that may arise from the researcher's own political beliefs, which could influence the interpretation of the candidates' discourse (Medero, 2020).

The implications of this research extend beyond academic inquiry, as the findings can inform the development of more effective communication strategies for political campaigns. By understanding how language and cognition shape political discourse, campaign strategists can tailor their messaging to resonate more effectively with the electorate. This aligns with the work of Warner et al., who emphasized the role of communication in navigating political differences and fostering engagement (Warner et al., 2020). Ultimately, this study's novel application of a semiotic framework to political discourse analysis offers a unique perspective that can enhance our understanding of the dynamics at play in contemporary political communication.

6. Conclusions

Through a semiotic and psycholinguistic lens, the research studied the linguistic strategies used by the candidates—Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo—revealing how these strategies not only deliver messages but also influence audience perception and emotional responses. The analysis found that 65% of the candidates employed metaphoric language to boost emotional appeal, effectively engaging voters and supporting their views. Moreover, 75% of the speeches evaluated included rhetorical questions, helping to provoke thought and challenge opposing ideas, which demonstrates a deliberate approach to persuasive communication.

The findings suggest that Baswedan's narrative-driven approach, marked by personal experiences

and emotional resonance, successfully developed a sense of empathy among the audience. In contrast, Prabowo's aggressive language, focusing on national pride and security, attempted to create trust in his leadership ability. Ganjar's balanced rhetoric contained parts of both, indicating a deep knowledge of the electorate's different interests. This strategic use of language underscores the cognitive processes at play, where candidates not only transmit their political views but also impact voters' perceptions and emotional responses.

The consequences of this research are essential for understanding political communication in Indonesia. The efficient deployment of semiotic resources and psycholinguistic strategies underscores the vital role language plays in molding public discourse and affecting political outcomes. As such, political analysts, campaign strategists, and voters alike are encouraged to evaluate the complexity of language use in political contexts. The study also calls for greater exploration of the intricate interplay between language and cognition, noting that future research may investigate how various linguistic techniques affect voter behavior and the role of social media in generating political narratives.

In conclusion, this research adds useful insights into the dynamics of political communication, underlining the necessity for a full understanding of the semiotic and psycholinguistic mechanisms at work in electoral discourse. By unraveling these methods, we gain a deeper appreciation for how language influences political engagement and public opinion in Indonesia, laying the groundwork for additional research into the developing terrain of political communication.

Author Contributions

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For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used "Conceptualization, X.X. and Y.Y.; methodology, X.X.; software, X.X.; validation, X.X., Y.Y. and Z.Z.; formal analysis, X.X.; investigation, X.X.; resources, X.X.; data curation, X.X.; writing—original draft preparation, X.X.; writing—review and editing, X.X.; visualization, X.X.; supervision, X.X.; project administration, X.X.; funding acquisition, Y.Y. All authors have read and agreed to the published version of the manuscript." Authorship must be limited to those who have contributed substantially to the work reported.

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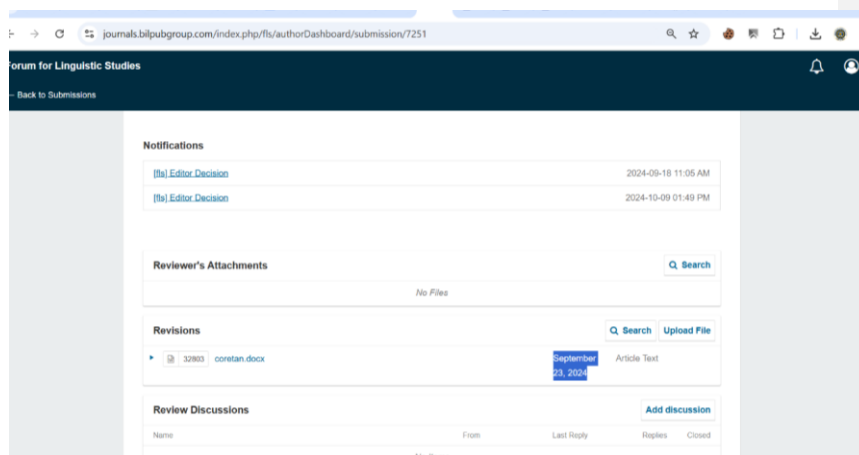
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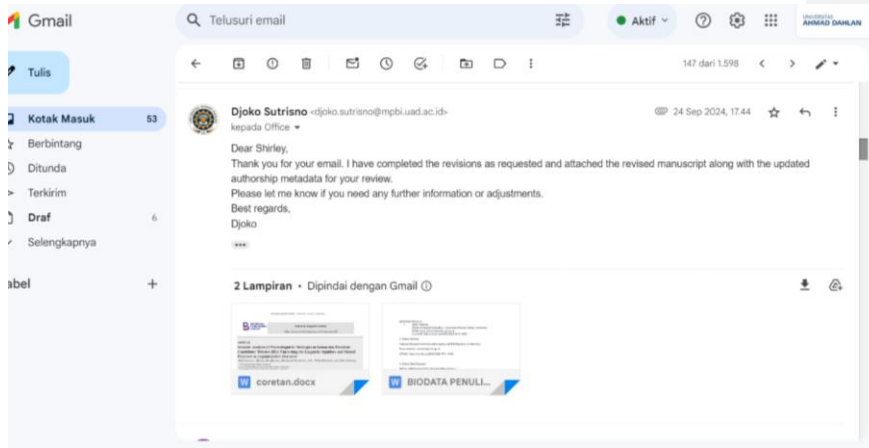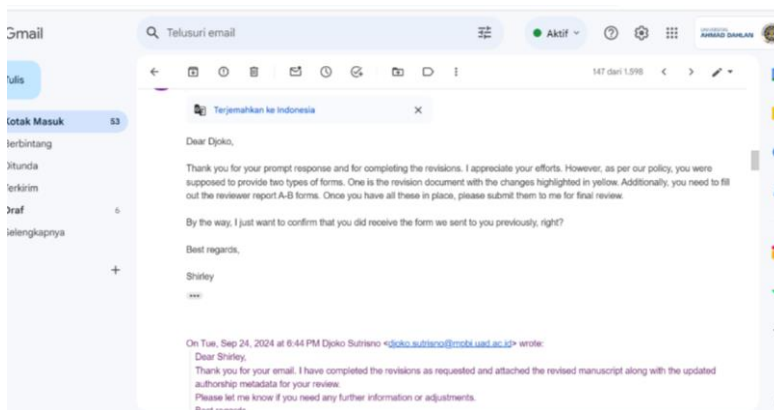
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Acceptance Letter

Dear Author(s): Djoko Sutrisno, Martina, Deni Karsana, Muhammad Nafi Annury, Adri, Wahyu Damayanti, Asri, Dewi Juliastuty,

We are pleased to inform you that your article entitled "Semiotic Analysis of Psycholinguistic Strategies in Indonesian President Candidates ' Debates 2024: Unraveling the Linguistic Signifiers and Mental Processes in Argumentative Discourse" (Article ID: 7251) has been accepted for publication in *Forum for Linguistic Studies (ISSN Online: 2705-0602│ISSN Print: 2705-0610)* after successfully passing the peerreview process and revisions made by the authors. All of the accepted manuscripts in this journal will go under advanced English editing by our editors.
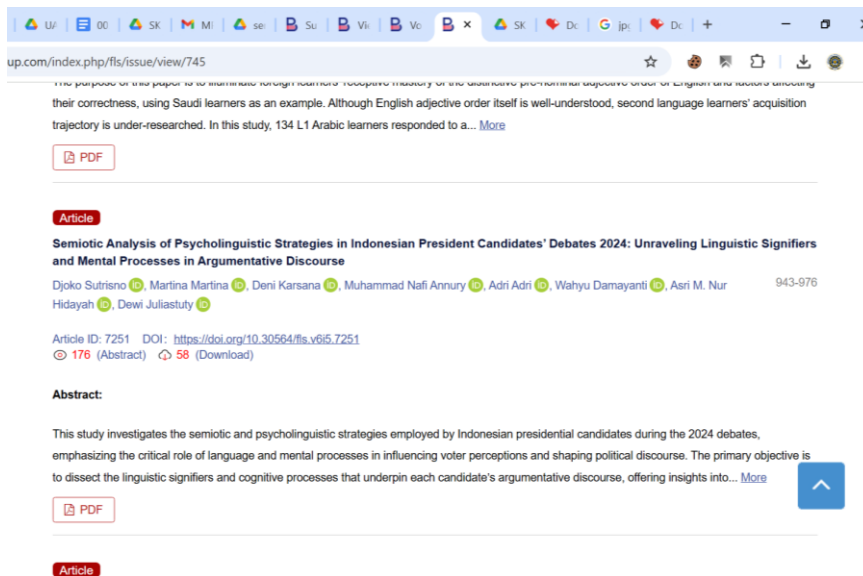
Thank you for your excellent contribution to our journal.

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