

***“Muda dan Merakyat”*: Political Campaign Posters Affecting The Indonesian General Election**

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ABSTRAK

Poster merupakan media yang paling banyak digunakan saat kampanye politik untuk memperkenalkan calon legislatif dan eksekutif di ruang publik. Penelitian ini bertujuan (1) untuk menggambarkan pengaruh poster kampanye politik dalam menarik pemilih yang tinggal di desa atau daerah terpencil pada pemilu Indonesia tahun 2024, dan (2) untuk mendeskripsikan poster-poster yang ditempatkan di ruang publik. Jalan Belimau yang terletak di sebelah utara kota Samarinda, Provinsi Kalimantan Timur, Indonesia dilibatkan sebagai objek penelitian. Pendekatan rezim afektif dan lanskap linguistik digunakan dalam penelitian ini. Fotografi dan jalan kaki digunakan untuk mengumpulkan data poster di sepanjang jalan, kemudian dianalisis secara linguistik dan non-linguistik dengan menggunakan model Miles dan Huberman (yaitu menampilkan, mereduksi, dan menyimpulkan). Berdasarkan temuan yang ada, dapat diidentifikasi bahwa (1) terdapat empat jenis pengaruh yang teridentifikasi secara dominan, yaitu Muda dan Populer, Keberlanjutan, Identitas Lokal, dan Perubahan dan Restorasi, dan (2) sebagian besar poster kampanye politik terletak di kawasan strategis (misalnya jalan utama atau lokasi komersial) dengan desain dan pilihan bahasa yang menarik. Media ini diyakini efektif untuk menarik pemilih yang tinggal di desa atau daerah terpencil yang tidak tertarik dengan media sosial (misalnya Facebook, Instagram, atau X).

Kata kunci: efek, pemilihan umum, lanskap linguistik, dan poster kampanye politik

ABSTRACT

Posters are the most widely used medium during political campaigns to introduce legislative and executive candidates to the public in public spaces. This study aims (1) to portray how political campaign posters affect voters living in villages or remote areas during the 2024 Indonesian general election, and (2) to describe those posters that are situated in public spaces. Belimau Street, located in the north of Samarinda City, East Kalimantan Province, Indonesia, was the research object. An affective regime and linguistic landscape approach were utilised to conduct this study. Photography and walking were employed to collect poster data alongside the street, which was then analysed linguistically and non-linguistically using Miles and Huberman's model (i.e., displaying, reducing, and drawing conclusions). Based on the findings, it can be identified that (1) there are four kinds of affects dominantly identified, i.e., Young and Popular, Sustainability, Local Identity, and Change and Restoration, and (2) most political campaign posters are situated in strategic areas (e.g., main street or commercial site) with attractive design and language choice. This media is believed to be an effective way to attract voters living in villages or remote areas that are not interested in social media (e.g., Facebook, Instagram, or X).

Keywords: affects, Indonesian general election, linguistic landscape, and political campaign posters

A. INTRODUCTION

Every five years, the Indonesian people celebrate the biggest democratic event, namely the general election, which allows them to vote for representatives who will represent them in the national, provincial, and even municipal representative houses—also, the president and vice president. Many people are attracted and try for this position as a candidate for the representative house through political parties. They must gain as many votes as possible to reach a chair in the

representative house. According to Kurniawan (2009), campaigns are effective in attracting a large number of devotees to continue voting and persuading people from other parties to switch their support to another party. This means that the campaign's role is related to the party securing votes in elections for both the executive and legislative branches. So, a poster is a way to introduce those candidates.

According to Pavlina (2023), campaign posters are a traditional means of pre-electoral advertising. It is expected to affect people (mainly voters) who read those posters to know and are interested in voting for the candidates as a new representative house in the general election. It is in line with Philipps' statement (2015) who argues that in political elections, signs are an important way to get the word out. Their goal is to promote candidates and persuade voters. They start to make many posters and put them in many public places (e.g., main street, commercial sites, billboards, markets, and so on) as a free zone that belongs to and is shared by all (Shohamy, 2012) as an introduction to their personality and ability as candidates. Several political campaign posters have been reported, such as those of Islamic political parties and election campaigns in Indonesia (Fox & Menchik, 2023), multimodal critical discourse analysis of posters in the 2016 and 2020 election campaigns in Ireland (Martínez-Lirola, 2023).

Linguistic landscape (henceforth LL) views these situations as a part of signage studies, especially poster use as a campaign in public space and how people interact with them. Lou (2016:2) defines LL as encompassing all visual language forms in a specific public location. As it is known, many LL studies through signages in public space have been reported around the world, such as symbolic construction in Israel (Ben-Rafael et al., 2006), a comparative study of minority languages in two different areas in Europe (Cenoz & Gorter, 2006), linguistic and semiotic properties of the sign in the Netherlands (Edelman, 2010), multimodal discourse analysis in South Africa (Williams, 2011), language choice in Timor-Leste (Taylor-Leech, 2012), lexical characteristics of commercial signs in Oman (Buckingham, 2015), English prevalence and characteristics, including commercial and non-commercial signs in Indonesia (da Silva, 2016, 2017; da Silva & Kwary, 2022), languages and identity of the minority in Iran (Rezaei & Tadayyon, 2018), code-mixing and code-switching of billboards in Sri Lanka (Karunaratne and Gurusinghe, 2021), Religious Identity of the Arab Diaspora in Australia (Yusuf et al., 2022), multilingualism in Jerash (Alomoush, 2023) and an interdisciplinary investigation of the naming practices of cafe signage in Jordan (Rababah et al., 2023).

However, the effects of political campaign posters on the linguistic landscape study in a general election, particularly in the Indonesian context, have not been explored in attracting voters living in villages or remote areas. There is one study relating to negative affective language in politics, but it does not focus on political campaign posters. For instance, Utych's study (2018) examined negative affective language in politics, exploring how the words used by the news media and politicians can influence political decision-making. In this study, the concept of the affective regime is adopted from Wee's work (2016), as it relates to the impact of political campaign posters. According to Wee (2016), an affective regime is the set of conditions that govern, with varying degrees of hegemonic status, how kinds of affect can be appropriately materialised. Several empirical studies of affective regime and LL have been published in various perspective, such as public signage in a homonormative space, Florida (Motschenbacher, 2020) and affective regime in three different sites, i.e., Arlington National Cemetery, Singapore National Library, and Lucky Plaza (Wee, 2016), affective regime in Education Policy (Zembylas, 2021), Chinese mediated soundscape of Suona (Wang & Li, 2022), and the (re)

production of affective regime in commercial sites of two satellite cities in IKN Nusantara, Indonesia (Utomo, 2024).

Therefore, this study attempts to fill out the gap by focusing on (1) portraying political campaign posters affects to attract voters living in villages or remote areas during 2024 Indonesian general election and (2) describing those posters that are situated in public space (i.e., alongside the main road in a village). Furthermore, this current study is expected to contribute to the development of political posters in the future, particularly in Indonesia, where they are more appealing to voters residing in rural or remote areas compared to urban areas. So, two research questions are proposed in this study, i.e., (1) How do political campaign posters affect attracting voters living in villages or remote areas during the 2024 Indonesian general election? (2) How are those posters situated in public spaces (i.e., alongside the main road in a village)?

B. LITERATURE REVIEW

1. LL as a Study of Signs

As stated by Landry and Bourhis (1997, p. 25), LL is the study of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combined to form the linguistic landscape of a given territory, region, or urban agglomeration. They also divide into two functions of LL signs, namely: (1) informational function as a geographical marker of language speakers and (2) symbolic function as a presence of a language in a particular area or community, which is hard to find in another.

Lyons argues that LL focuses on the documentation of public presence and the complex relationships in the LL between language, place, and people (as cited in Malinowski et al., 2020). Blommaert (2013: p. 53) classifies signs into several types, i.e., (1) *Permanent signs*: road signs, shop signs, permanent publicity signs, landmarks, graffiti; (2) *Event-related signs*: posters; temporary shop signs (e.g., announcing discounts or products); for-rent or for-sale signs; smaller announcements displayed publicly (e.g., announcing absence, change of address, etc.), and (3) *'Noise'*: inscriptions that landed in the neighborhood 'by accident': people leaving readable objects behind; cars and vans stationed for a brief while.

In ASEAN context, several studies of LL have been published, such as code choice of shop signs in Singapore (Shang & Zhao, 2017), language choice of signboards in Malaysia (Mansoor et al., 2023), street signs in Brunei Darussalam (Coluzzi, 2016), language choice as an identity in Timor Leste (Taylor-Leech, 2012). More specifically in Indonesia, many studies of LL also have been reported in several sites, such as (1) tourism sites (see Diana et al., 2022; Florenta & Rahmawati, 2021; Kastri & Nur, 2020; Nasution, 2021; Widyastari, 2022; Zaman, 2021), (2) main streets (see Erikha, 2018; Zahara & Wijana, 2022) and other places (see Aribowo et al., 2018; Fakhroh & Rohmah, 2018; Halim & Sukanto, 2023; Mahardika & Husni, 2021; Pidada, 2021; Purnanto et al., 2021; Safitri, 2020). However, the study of LL that focuses on the posters used for general election seemingly has not been explored.

2. Affective Regime as Political Campaign Posters Affects

An affect refers to any evaluative orientation toward an object and allows us to focus on phenomena that are not always clearly identifiable as emotions (Wee & Brooks, 2023; Wee & Goh, 2019). Wee and Goh (2019: p. 7) also distinguish works of emotion and affect; a study that focuses on affect would show how external factors affect a person, while a study that focuses on feeling might be better suited for a social psychology study. For instance, they view hysteria

as a mental state, focusing on the person's emotional experience. However, you could also examine panic as an emotion by considering how the setting may facilitate its spread through a crowd. Tomkins, in his book about affect theory, releases nine affects into two sub affects, i.e., positive affects (e.g., interest, enjoyment, surprise) and negative affects (e.g., distress, anger, fear, shame, disgust, and disgust) (Tomkins 2008). Best (2007) cites that Tomkins views affects as innate and associated with distinct facial expressions. He gives one example of affects, i.e., an interest that draws personalities and pleasures. He also said that any affect might have any "object."

Another scholar, such as Wee (2016), he also classified the affective regime into three categories based on his study on situating affect in linguistic landscapes, which involved several places (i.e., Arlington National Cemetery, Singapore National Library Board, and Lucky Plaza). Four elements are assumed to be used, i.e., performance, behaviour, cognitive, and site. So, the results are (1) *Formal*, it is a detailed legal instructional made by an official body or a group of representatives and shown in the form of written rules (e.g., written rules when entering the Arlington National Cemetery and Singapore National Library Board) and relates to behaviors that must be obeyed (e.g., polite, respect, etc.), (2) *Semi-Formal*, it is made by an official body or a group of representative, but it is not written in detail and shown in the form of a request (e.g., Tribute Wall in Lucky Plaza Mall) and tends to be more exhortative to obey it (e.g., empathy or sympathy), and (3) *Informal*, there is no detailed instructional and an official body or a group of representatives are hardly to claim in making it (e.g., verbal rules or habits), but still expected behaviors to obey it.

3. History of the Indonesian General Election

Indonesia is a country that adopts a democratic system as its fundamental form of government and holds a general election every five years to select new representatives to govern the country. The election always proposes one concept of *LUBER JURDIL*, i.e., *Langsung* (Direct), *Umum* (General), *Bebas* (Free), *Rahasia* (Secret), *Jujur* (Honest), and *Adil* (Fair) (Sari, 2023). According to the history cited by the General Election Committee of the Republic of Indonesia, general elections in the country have been held twelve times since 1955 to the present (i.e., 2024). Two types of general elections have been held in Indonesia: closed elections from 1955 to 1999, which employed a proportional system, and open elections, which use a combination system comprising both proportional and district systems. It has been implemented from 2004 to the present (Friyanti, 2005; kpu.go.id, 2023). Now, the open election has provided numerous opportunities for everyone who wants to participate as a candidate for president, vice president, mayor, vice mayor, or even a representative in the national or local representative house, with specific requirements and support from political parties. Several regulations also support this election event, such as Act Number 7 of 2017 and Government Regulation Number 1 year 2022 about the general election, Act Number 8 of 2012 about the general election of the representative house, and even Act Number 22 of 2014 about the general election of the governor, regent, and mayor (KPU Provinsi Kalimantan Timur, 2023).

In 2019, the Indonesian general election was reported as the largest election ever held in one day in the world (KPU RI, 2019). In the election, Joko Widodo and Ma'ruf Amin were elected as the president and vice president of Indonesia, and the Indonesian Democracy Struggling Party (PDI-P) was the winner of the election (19,33 % of the national vote) for the period 2019-2024. The party also succeeded in placing 128 representatives in the national

representative house. Now for the period 2024-2029, 24 political parties (i.e., 18 national parties and 6 local parties in Aceh Province) are participating to gain 580 seats in 84 constituencies for the national representative house, 2,372 chairs in 301 constituencies for provincial representative house, and 17,510 chairs in 2,325 constituencies for municipal representative house (KPU, 2023).

4. Posters as Political Media to Attract Voters

Election posters are an essential print medium controlled by political actors that convey political messages to a broad audience. Posters have been important in election campaigns for two centuries, and many countries still use them (Deželan & Maksuti, 2012). In the current era, posters or banners have become one of the popular media used to deliver a mission, vision, and slogans of all political contestants (Isbandiyah, 2008). Martínez-Lirola (2023), in a study of a multimodal discourse analysis of posters used in the 2016 and 2020 election campaigns in Ireland, concluded that Political posters play a crucial role in election campaigns, serving as a strategic tool for political parties to garner votes by utilizing the streets of Ireland as a means of communication prior to the elections.

Political parties have imitated advertising strategies that have demonstrated success in recent election campaigns. Effective brand management for a candidate or a party is demonstrated by visually impactful and attractive images, as well as concise slogans and logos that powerfully connect with people and evoke their emotions (Seidman, 2013). Cristobal (2022) A study of graphic and textual elements in selected political campaign posters revealed that these posters incorporated a range of graphics and text. The study found that political campaign posters are crucial visual communication tools for candidates seeking votes. Graphically, political campaign posters used colours, images, tools/figures based on gender, political affiliation, and personal traits. They are meant to convince voters. Textual syntax is easy to understand. The slogans can be read and understood by most literate people due to their simple language structure. Fox and Menchik (2023) in a study of Islamic political parties and election campaigns in Indonesia explained that election posters offer the benefit of visually displaying the appeals made by candidates to the public, whereas party manifestos often represent the views of party officials and may not be widely distributed.

Several studies related to posters of the general election have been reported from several countries, such as the perception and decision-making of campaign posters in Bogota (Nadal et al., 2021), Visual design (Seidman, 2013), defacing election posters (Philipps, 2015), social semiotics of campaign posters in Switzerland (Scarvaglieri & Luginbühl, 2023), a medium of political communication (Deželan & Maksuti, 2012), graphic and textual elements (Cristobal, 2022) and Presidential election posters in Indonesia (Rahmayadi et al., 2022). Nevertheless, the effects of the election posters (i.e., House representative candidates) are scant to analyse.

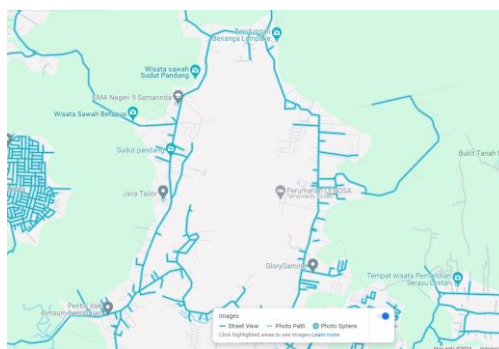
C. METHOD

1. Research Design

This study utilised a qualitative study to analyse political posters found in the establishment. According to Yin (2015, pp. 7–9), qualitative study is utilized by considering five features, i.e., (1) looking into what people's lives are all about; (2) showing the views and points of view of the people in the study; (3) looking into the situations people live in; (4) adding to

existing or new ideas that might help to explain human social behaviour; and (5) trying to use more than one source of evidence instead of just relying on one. Two reasons for choosing a qualitative study i.e. that (1) data collected are in a social setting without any intervention, and (2) it is easy to explain the phenomenon found descriptively, i.e., the effects of political posters on voters. The combination of qualitative, quantitative, and LL becomes an integrated view to analyse posters comprehensively in this study.

Belimau Street in Lempake Village, Northern Samarinda City, East Kalimantan Province, Indonesia, was selected as the study site (see Picture 1). The street is one of the alternative routes for people to go to the airport and connects to another area in the northern part of Samarinda City and East Kalimantan Province. From November 2023 to February 2024, numerous political campaign posters were displayed along the streets, aiming to introduce and attract voters. Those posters look interesting to analyse further for their designs, languages used, symbols, and slogans that can affect voters when choosing them on election day.



Picture 1. Map of Belimau Street, Northern Samarinda City
(Cited from <https://maps.app.goo.gl/bz3cXSXfTurZt3wx6>)

2. Data Collection Technique

Photography and walking are utilised to collect data in this study. Through photography, collecting and analysing visual data have become a core aspect of LL's recent studies (Lou, 2016). Besides that, Li and Marshall (2020:929) taught us how to walk and collect data by hanging out on the streets and taking pictures of streetscapes, paintings, graffiti, road signs, and any other visual signs in public places that would give us a "feel" for the area. In this study, these techniques enabled me to observe how posters are visually placed and attract people to the establishment. To take photographs, I walked along Belimau Street for 45 minutes, then used a digital camera on my phone (i.e., Oppo Reno 6 5G) to capture pictures of candidate posters placed on both sides of the street as many as possible. It was held on January 11, 2024. The posters collected are those of candidates for the representative house in municipal, provincial, and national elections.

3. Demographic Data

The primary data of this study were restricted to political campaign posters of representative house candidates because those posters are displayed outdoors and are predominantly found alongside the roads of the establishment. Seventy-seven posters were collected along the street. Those posters are photographs of candidates for the districts of Northern Samarinda and Sungai Pinang, at the provincial and national levels. Based on the findings, most of the posters were written in monolingual (i.e., Indonesian language only), followed by bilingual (i.e., Indonesian-Java and Indonesian-Banjar languages). Meanwhile, other monolinguals (i.e., those who speak only English and other languages) are not found among those posters (see Table 1).

Table 1. Language Distribution of Political Campaign Posters

Number	Language Distribution	Frequency of Sign	
		N	%
A	Monolingual		
1	INA only	74	96.10%
2	ENG only	0	0.00%
3	Other languages	0	0.00%
B	Bilingual		
1	INA+ JAVA	2	2.60%
2	INA + BANJAR	1	1.30%
TOTAL		77	100%

4. Data Analysis Technique

In analysing the data, the posters were examined linguistically (i.e., language used) and non-linguistically (i.e., design, font, or symbols) to identify the affects portrayed, precisely as Motschenbacher (2020b) did in analysing LL in homonormative space. In addition, those photographs were selected for analysis using the Miles and Huberman model's steps, specifically, (1) *data display*. The researcher displayed all collected data from the establishments, (2) *data reduction*. The researcher selected the data needed to support research findings, then described several posters that were chosen, and (3) *the conclusion*. The researcher concluded with the selected data from the previous step (Miles et al., 2018). This study limited the selection to 16 posters for further analysis because they share similar slogans and missions that may have an impact. Additionally, the selection is not influenced by the tendencies of any particular party involved in the 2024 general election. The selected posters were based on (1) the status of those candidates (i.e., incumbents or newcomers), (2) the uniqueness in language use (i.e., jargon and language choice), and (3) the design used to show those candidates (i.e., layout, size, and colour).

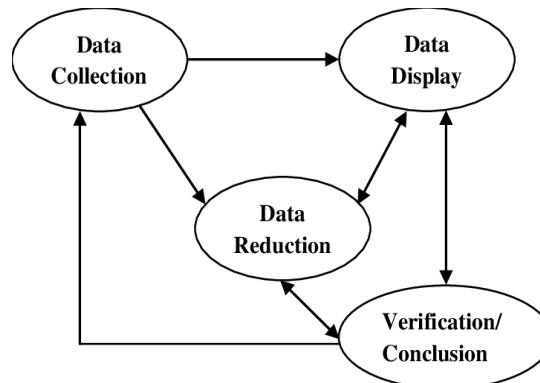


Figure 1. Miles and Huberman Model

D. FINDINGS AND DISCUSSION

1. Findings

a. Candidate Posters In T-Junction Street

Based on the results, many posters of the candidates were found alongside *Belimau* Street. There are four spots to place those posters. Those posters are mostly placed at the T-junction of the street. It is assumed that this will make it easier for voters in the area to see and read the campaign messages from the candidates' posters (see Picture 2). Seidman (2013) explains that election posters promote a party or candidate. This applies to voters who pass posters and mass media audiences who see them in other media, such as newspapers and broadcast newscasts, which promote commercial items and services.



Picture 2. Several Posters in T-Junction Street
(Image Courtesy of the researcher's documentation)

b. Young and Popular

There are two pictures apparently identified as young and popular affects. The first picture shows two candidates from a new national party, namely the Indonesian Gelora Party (Partai Gelora in Indonesian), who are participating in this election (see Picture 3). The poster is monolingual (i.e., Indonesian only) and features a light blue colour, which is characteristic of the party. The right corner above shows a candidate for the national representative house, while the left corner below shows a candidate for the municipal representative house in Samarinda city. The candidate's picture appears larger than the one on the right. Beneath his picture, it is written that he is a municipal representative house candidate and subdistrict to vote for (i.e., North Samarinda and *Sungai Pinang*). The poster also writes '*8 JANGAN LUPA COBLOS PARTAI NOMOR 7 CALEG NOMOR 8*' (DON'T FORGET TO VOTE FOR PARTY NUMBER 7 AND CANDIDATE NUMBER 8)'. It means that the voter should vote number 8, corresponding to their number on the vote paper, while number 7 corresponds to their party number. Also, the picture shows a slogan "*Samarinda juga butuh YANG MUDA* (Samarinda also needs A YOUNG)."



**Picture 3. A Poster of the Indonesian Gelora Party's Representative House Candidate
(Image Courtesy of the researcher's documentation)**

The second picture also shows two candidates, but from a similar party (i.e., the Democratic Party or *Partai Demokrat* in Indonesian), as seen in the first picture (see Picture 4). Those pictures are written monolingually (i.e., Indonesian only) and have an identical party's colour, i.e., blue. The left side shows a picture and the name of one candidate for the national representative house. He is an incumbent and the first candidate in the party for East Kalimantan Province. The picture also shows the slogans *MUDA*, *KERJA NYATA*, and *MERAKYAT* (#YOUNG, REAL WORK, and POPULAR).

The right side shows a picture and the name of one candidate for the municipal representative house in Samarinda City. He is the eighth candidate in the party for the North Samarinda and Sungai Pinang subdistrict and is targeted to be placed in the municipal representative house. In the picture, it shows his slogan “*MUDA & MERAKYAT* (YOUNG & POPULAR). Both candidates display their faces and sequential numbers to vote on each ballot paper (i.e., numbers one and eight), along with their complete names and titles.



Picture 4. Two Posters of the Democratic Party's Representative House Candidates
(Image Courtesy of the researcher's documentation)

Those pictures show that the candidates are still young and could work effectively as expected by voters in the subdistrict of North Samarinda and *Sungai Pinang* when they are chosen definitively in the representative house. Slogans put in the pictures aim to convince the voters, i.e., *Samarinda juga butuh YANG MUDA* (Samarinda needs YOUNG TOO), *#MUDA, KERJA NYATA, MERAKYAT* (#YOUNG, REAL WORK, POPULAR), and *MUDA dan Merakyat* (Young and Popular). Therefore, young and popular affects are apparently suitable to appear in those pictures.

c. Sustainability

Besides representative house candidates from men, two candidates from women also participated in this election (see Picture 5). Those women are from the Democratic Party. Both are incumbents for the last period (i.e., 2014-2019) in the Provincial Representative House from Samarinda City (in the left picture) and the Municipal Representative House in Samarinda City (in the right picture). Those pictures are written monolingually (i.e., Indonesian only) and have an identical party's colour, i.e., blue. The left side displays a vote paper with her party number and the number to vote, while the right side shows her picture, name, number, and the area for which she is voting (i.e., Samarinda City). The picture also features a symbol of the Democratic Party, the slogan '*Lanjutkan Pengabdian Untuk Masyarakat KALTIM* (Continue Dedication to

Kaltim Society) and a hashtag' #SIAP MENGABDI KEMBALI' (#Ready to Serve Again). It means the candidates are motivated and committed to serving in the representative house again. Additionally, these pictures promote sustainability by endorsing candidates for a second term as representatives in the House.



**Picture 5. Two Posters of the Democrat Party's Representative House Candidates
(Image Courtesy of the researcher's documentation)**

It is not different from the following picture, as they share similar slogans, i.e., 'back to serve' and 'fight back to people,' although those slogans are not identical (see Picture 6). Those pictures are written in monolingual (i.e., Indonesian only). Those candidates are not from the same party as the previous women candidates. Historically, they have also been incumbents in the representative house for the last period (i.e., 2014-2019). In the left picture, two men are candidates from the Democratic National Party, both wearing the party's colours, i.e., blue and yellow. They strive to be representative members in municipal and provincial legislative assemblies. They have a slogan, '*KEMBALI UNTUK MENGABDI*' (Back to serve). In the right picture, he is a candidate from the Functional Groups Party (*Partai Golkar*) for the provincial level and has the same party's colour, i.e., yellow. He has a slogan '*BERJUANG KEMBALI UNTUK RAKYAT*' (Fight Back to People). It can also be identified as a strong motivation and commitment to continue serving in the representative house. Therefore, sustainability becomes an attribute that is assumed to be evident in those pictures.



Picture 6. One Poster of the National Democrat Party and the Functional Groups Party's Representative House Candidates (Image Courtesy of the researcher's documentation)

d. Local Identity

The three pictures appear to capture local identity. The first picture shows two candidates for the regional representative house (also known as a senator) in East Kalimantan Province (see Picture 7). It is written in a monolingual format (i.e., Indonesian only). They are two independent candidates without any political party affiliation and are targeted to be placed in the national representative house. The first picture shows a man identifying as a Dayak through his dress and cap, which are adorned with Dayak motifs. In addition, he proposes that he will defend the East Kalimantan interests in the national parliament with the slogan '*PEMBELA RAKYAT KALTIM* (THE DEFENDER OF EAST KALIMANTAN PEOPLE)'. Also, he states '*KUAT BERSAMA RAKYAT* (STRONG WITH PEOPLE)'. In this case, voters are associated with the People in East Kalimantan Province.

The following picture also shows his identity. He introduces himself by using a local sarong made in Samarinda as his stereotype. The sarong is a familiar local product in East Kalimantan Province and the city of Samarinda. He tries to symbolise himself by wearing the sarong, which he will use to represent the people of East Kalimantan province at the national level, allowing voters to recognise him by his sarong while casting their votes easily. The picture is written in bilingual, i.e., Indonesian and Java language, which states to vote '*OJO LALI COBLOS SARUNGNYA* (Do not forget to vote his sarong)'. The language choice becomes a strategy to demonstrate that he is a Javanese descendant living in Samarinda, yet he is ready to fulfil people's aspirations. Additionally, it also attracts voters who are predominantly Javanese, living in Samarinda.



Picture 7. Two Posters of the Regional Representative House Candidates
(Image Courtesy of the researcher's documentation)

The fourth picture is identical to the previous one (see Picture 8). It shows a woman as a regional representative house candidate. She is an incumbent from the last period (i.e., 2014-2019). Her picture is made. It just shows her picture, vote number, and name. The picture is focused on establishing a deep identity. Firstly, it can be seen from her first name, i.e., AJI, which is associated with the Kutai Kertanegara Sultanate (the oldest kingdom in Indonesia). Second, her dress in the picture presents Kutainese. It means she is from Kutainese (i.e., a tribe in East Kalimantan Province). No slogan is found; it just writes '*MOHON DOA RESTU & DUKUNGANNYA*' (PLEASE, YOUR PRAY AND SUPPORT) as a part of her campaign. However, her picture shows her identity as a Kutai woman who can present Kutainese and other tribes in East Kalimantan Province. Therefore, local identity tends to be endorsed through pictures that use local language (e.g., the Java language) or reflect their position in society (e.g., nobility or ethnicity). These things become a strategy to attract voters who have similar tribes and live in Samarinda to vote for them in this election.



Picture 8. A Poster of the Regional Representative House Candidate
(Image Courtesy of the researcher's documentation)

e. Change and Restoration

The last sign shows two candidates from the Democratic Party for the representative house in Samarinda city, who have two missions: *PERUBAHAN dan PERBAIKAN* (Change and Restoration) (see Picture 9). Those pictures are written in monolingual (i.e., Indonesian only). The size of the pictures is larger than that of the others. It is assumed to help voters recognise who they are when they see those pictures. The left picture shows the candidate and his position in the party. Both pictures also display the initial name of each candidate, i.e., VY and JSG. It is very popular among party members. Besides that, he reminds everyone to vote for him on February 14, 2024. Indeed, he also cites one quote, i.e., '*SEBAIK-BAIKNYA MANUSIA ADALAH YANG BERMANFAAT BAGI MANUSIA LAIN*' (THE BEST HUMAN BEINGS ARE THOSE WHO ARE USEFUL TO OTHERS).' It differs from the right picture; it shows the slogan '*MELAYANI dengan SEPENUH HATI*' (SERVE with ALL DUE HEART).' Therefore, change and restoration appear to be evident in those pictures. Those candidates are ready to serve all people and strive to address societal problems with the slogan (i.e., *PERUBAHAN & PERBAIKAN*).



Picture 9. Two Posters of the Democratic Party's Representative House Candidates
(Image Courtesy of the researcher's documentation)

2. Discussion

a. Political Campaign Posters Affecting the 2024 Indonesian General Election that Are Portrayed to Attract Voters Living in Villages or Remote Areas

Political euphoria is becoming a grassroots form of political expression. Increasing contestation will drive political parties and candidates to adopt constitutionally acceptable winning strategies (Satriawan & Purwaningsih, 2021). There are four affects from the political campaign posters apparently identified in the establishment, i.e., (1) Young and Popular, (2) Sustainability, (3) Local Identity, and (4) Change and Restoration (see Figure 1). The poster function is used to communicate about themselves as candidates and to make indirect promises.

Kress and Van Leeuwen (2020) state that posters frequently portray participants, processes, circumstances, and their relationships. Most of those posters were very simple. They just had a few well-chosen words and a photograph, or a photogravure, or a hand-drawn picture of the candidate (Seidman, 2013). Technically and artistically, posters are key visual communication tools because they deliver images and additional graphic and textual information with significance. Political campaign posters are visible during elections because they are the most cost-effective and easiest way for politicians to reach voters, especially if they cannot physically meet them (Cristobal, 2022).

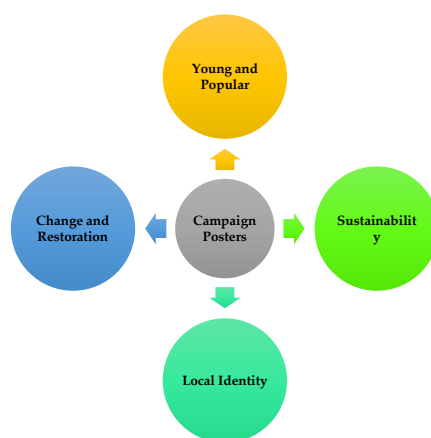


Figure 2. Affects of Political Campaign Posters

Compared with previous studies, there are similarities with studies of the affects in public space done by Motschenbacher (2020) and (Wee, 2016), whereby several affects are identified from the space like this study. Visual design of election campaign posters done by Seidman (2013) that finding out that election campaign posters should grab voters' attention, properly communicate a message, and inspire support for a candidate or party. In another, Nadal, Bello, and Pardo' s studies (2021) about perception and decision-making of campaign posters. In another, there are differences study and results, especially a study done by Wang and Li (2022) that focuses on the soundscape of Chinese traditional music instruments, i.e., Suona. This study does not focus on the musical instrument but on posters as signages to attract voters' attention in general elections. Philipps' study (2015) that are focused on defacing election posters done several people who hate against several candidates.

Young and popular effects could be identified from slogans in the presented poster (see Picture 3). The candidate states that he is still young. They try to convince voters that the younger generation is better than the older generation when working in the representative house with the slogan 'Samarinda needs a young one too.' This election is a good time to choose them as their representative. In addition, one of the candidates has proven through one statement, '*Kerja Nyata*' (Real Work), based on his experience as a house representative member in the last period (see Picture 4). Therefore, persuasion from the posters can drive voters to choose that the young

generation is undoubtedly qualified to serve in the Representative House. Visual elements in campaign media can be utilised to deliver ideas or opinions to create an individual image or impression in the public mind (Rahmayadi et al., 2022).

Sustainability affects could be identified from slogans in the presented posters (see Picture 5). Those candidates think they would like to continue serving as the representative house members for the second period with several slogans, such as '*Lanjutkan* (go on)' and '*Siap* (ready).' Moreover, it is also stated in other slogans (see Picture 6), '*Kembali untuk mengabdikan* (back to serve)' and '*berjuang kembali untuk rakyat* (back to work for people).' They also have a similar passion for continuing their service. Seidman (2013) argues that political poster designers have used several advertising strategies to promote and sell products: symbol, shape, colour, eye product use: symbols, shapes, color, eye contact, perspective, simplicity, image manipulation, positive and negative visual imagery, and slogans (Cristobal, 2022).

Identity affects could be identified from the statement and non-linguistic items, such as dress and sarong (see Pictures 7 to 10). They claim to be native people who should represent the people of East Kalimantan in the representative house. They will bring regional interests from their representative. They create a mind that they are like the native people and understand what voters need in their area (i.e., East Kalimantan). As shown in Picture 10, she uses her royal offspring as an identity in this election, i.e., *Aji*. Sofia et al. (2017) explain that *Aji* refers to a royal offspring of the *Kutai Kertanegara* Kingdom. It earned them more respect and a higher social status among the people of the *Kutai Kertanegara* Sultanate. Surely, there is no doubt about choosing them as the native representatives in parliament. A candidate's slogan becomes an integral aspect of their image when it convinces voters to associate it with a "brand" or political inclination (Nadal et al., 2021, p. 2465).

Changes and restorations can be identified by their commitment to change and restoration when chosen as representative house members (see Picture 11). Those are originally from the Democratic Party's idea about change. They need to convince voters that they are capable of achieving it. Scarvaglieri and Luginbühl (2023), in a study of social semiotics of Switzerland campaign, found that posters are created to capture attention and communicate political messages using stereotypical and fear-inducing symbols and narratives. Additionally, they can influence how opposing parties design their own messages. However, it is essential to consider this influence from a functional perspective. Furthermore, posters provide additional opportunities for individuals who are unable to compete financially with a political party's campaign.

Therefore, it can be said that posters made by the candidates serve as a medium to promote themselves with various slogans and promises in order to attract voters on voting day. The use of posters is believed enough effective to endorse those candidates in society directly. To make it look interesting, political campaign posters should use brief, expressive language, which requires careful selection and placement of linguistic units in the poster frame. It is skillfully designed to persuade people to promote one's candidacy (Cristobal, 2022; Pavlina, 2023). In

addition, poster designers used captivating imagery, composition, and color more than text. To better communicate political and promotional messages (Seidman, 2013). Kurniawan (2009) also supports that media (e.g., poster) was crucial to the campaign. In addition to deliver information, it may also influence public opinion to evaluate, follow, and choose party candidates in the campaign. Therefore, the public cognitive nature will record and make a political judgment based on thinking processing.

b. Political Campaign Posters That Are Situated (I.E., Location and Language Use) In Public Space to Attract the Voters

Talking about the location of situating political campaign posters, all those posters were placed in public spaces as this study found alongside the *Belimau* street in the northern Samarinda city because the location is easy to see by people. Besides that, those posters are placed on the right and left side of the main street, so it does not annoy any vehicle when passing it. Regulation that manages the poster use has been declared in the act of general election committee number 33 year 2018 about second change of general election committee act number 28 year 2018 about general election campaign that regulates campaign props of general election members in use, socialization, size, time, and even administrative sanction (KPU Provinsi Kalimantan Timur, 2023). Usually, those posters would be removed one week or three days before election day by the authority (i.e., The General Election Supervisory Agency or known *Badan Pengawas Pemilu* in Indonesian language) as the existing regulations of general election in Indonesia. Lefebvre (1991,1996) states that public space is characterized by its dynamic, fluid, non-linear, and interactive nature, accommodating various types of text. The concept is not characterized by neutrality, but rather by negotiation and contention, and is deeply influenced by historical, cultural, ideological, and geographical factors (as cited in Shohamy 2012).

Discussing language use, Language has a power in social interaction (Desky et al., 2017). Based on the results, the Indonesian language is found to be used in all posters. Oha argues that language as an important communication system in politics (as cited in Osisanwo, 2011). Language use is assumed that the language is the national language and easy to deliver meaning in society by those candidates, while local language is used to show their relation towards existing tribes in the area. In contrast, the use of foreign languages is hardly found in all poster data because those languages are seemingly difficult for most people who do not master them, and there is no obligation to regulate the use of foreign languages during this election. Moreover, their target is the grassroots level (i.e., society) that tends to see those candidates based on the vision and mission proposed. Nadal et al. (2021) explain that visual communication affects voters' opinions of candidates. Martínez-Lirola (2023) also adds that visual language keys are an important strategy for political candidates to garner votes by portraying themselves effectively in posters.

Therefore, it can be said that location is very decisive to gain attention from people. Moreover, the poster aims to introduce candidates in society with their vision and mission to attract voters as many as possible. Besides that, political campaign posters are used only during

general elections (temporarily) and have been covered by legal policies. Language use is also important to deliver candidates' information, so the Indonesian language is apparently the best choice by all candidates to convey the information in society.

E. CONCLUSION

From those explanations, two key points can be encapsulated to answer the two research questions proposed. First, four affects are seemingly identified, i.e., Young and Popular, Sustainability, Local Identity, Change and Restoration. Those affects are portrayed and always boosted by those candidates to attract their voters living in villages or remote areas, which the candidates deserve to choose as representative house members. They also account for many items to realise it into a political campaign poster, such as pictures, colours, party symbols, and even slogans that voters easily know. Utilising strong and captivating graphics, often with symbolic elements, vivid colour schemes, and effective typography, is key to achieving favourable portrayals and effectively interacting with the public. Therefore, campaign posters play a vital role in this process (Cristobal, 2022; Seidman, 2013).

Second, most political campaign posters are situated in public spaces (e.g., main streets, commercial sites) with attractive design and language choices in order to attract voters at the grassroots level (i.e., villages or remote areas). Although this strategy may seem outdated in the digital era, it is still effective in attracting voters who are not interested in social media platforms (e.g., Facebook, Instagram, or X). Besides, villages or remote areas are the best choice for placing the posters, so people will know who they are as candidates. As the findings explain, most posters are located at T-junctions and on the left or right side of the street to attract people's attention as they pass by. The location of posters in public space has been regulated by the General Election Committee (i.e., Act of General Election Number 33/2018). Martínez-Lirola (2023) It also notes that political parties often use political posters in public spaces before elections as a means of engaging voters with political leaders. This is vital because effective communication is pivotal in political campaigns. In election campaigns, communication is considered vital, and political leaders are typically portrayed as such.

There may be some possible limitations in this current study. First, this study uses only campaign posters from the 2024 general elections as a data source due to time constraints. Second, posters involved in this current study were just taken from half of the political parties contesting in 2024. Third, the establishment's location is still situated alongside a village road, rather than in a city. For those interested in further studying posters, effects, and LL, this study can serve as a reference in various contexts and settings. For instance, the president or governor election, slogans used in political posters, or defacing effects in political posters with larger samples in urban areas.

E. IMPLICATION

Theoretically, political campaign posters incorporate the body knowledge of affects and political science theories in shaping poster affects that attract voters to representative house candidates, whereby those affects include youthfulness, popularity, sustainability, local identity, and restoration. Practically, those posters could be used to learn about how language is used to promote candidates, especially in villages or remote areas that are seemingly unable to endorse those candidates digitally. There are many kinds of pictures, slogans, and even promises used to attract as many voters as possible. Besides that, political campaign posters might be viewed in terms of language policy use or media in one public area, whether they meet the requirements or not, as a means of delivering political information. This is because many incorrect pieces of information are found during the campaign season, which have the potential to raise clashes or discord in society through those posters. Besides that, non-linguistic items (e.g., colour, font, design) also play a role in creating the affect of a poster.

In the future, further studies are seemingly needed to enrich the body of knowledge on the poster effects by comparing posters in urban areas or conducting longitudinal studies across multiple election cycles.

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