

The Model Formulation of Critical Attitudes of "Biased" Readers to the Regional Election Baliho Texts in the City of Meccas Veranda: A Cultural Semiotics Study

Sulastri^{1*}, Diah Tyahya Iman², and Ronidin³

¹ Indonesian Department, FIB Andalas University, Padang, Sumatera Barat, 25163, Indonesia

² English Department, FIB Andalas University, Padang, Sumatera Barat, 25163, Indonesia

³ Indonesian Department, FIB Andalas University, Padang, Sumatera Barat, 25163, Indonesia

*Corresponding author. Email: sulastri.sasindo@yahoo.com

ABSTRACT

Padang Panjang is considered as a heterogeneous city in a society. It is due to this city as a group which assign itself and explicate benchmarks community in critical thinking when reading text on billboards. Reader's thoughts can be transformed into formulation of billboard displayed on the wayside. The complex city environment indirectly affects to the readers mind which are indifferent, inquisitive, curious and critical thinking. Religion is certainly not the only reason, but many other factors may become political reference, including education, trades and strategic position (Ikua Darek, Head of Rantau). The purpose of this study is to answer what formulation of critical thinking models of readers in the Veranda of Mecca city in cultural forms are presented in a billboard text.

Keywords: billboard texts, critical attitude, cultural expressions, ideology, semiotics

1. INTRODUCTION

The critical attitudes of reading are a process. Therefore, a critical attitude cannot come suddenly without a difficulty in several stages. Ideally, a critical attitude can be accepted to make the readers interest either impressionistic or stimulative. It means that, the readers expected to have a good reaction about the message and impression of what they read. It also happens when the readers get a reaction or answer from something they read. They cannot ignore to what they seen, heard, and read. The good reaction of some people can show our national cultural identity. So it should be trained and directed by the way of seeing; retell what was seen; classify the relationship between what is seen and the reader's understanding; give out illustration; compare or contrast, then analyze the effect and show the text how it can affect the attitude of the reader.

According to Pramoedya Ananta Toer, creative texts and languages can be used as political education and can cause a protracted disease, even be worse if political and literary texts collaborate. It is because literature and politics are a) support political awareness; b) provide tactical tension. Text is a process of cultural transformation that is accepted by the communicatny no matter what the text is can be erased in the minds of the people, let it save into people's hearts when education and attitude critical has never been trained. Then, the dream of democracy is not democracy that gives the people enthusiasm but "artificial" democracy formulation instantly. The propaganda text in the Pilkada baliho is cliché texts do not have the power to awaken the Indonesian democracy. Therefore, it is like someone forced to encourage in the democratic process. The texts can be interpreted everything [1].

During the elections, billboards were scattered everywhere. The billboard text can have an influence on peoples mindset and political patterns, both direct and indirect critical mindsets affected by the pattern of political education in Indonesia. Moreover, the text is packed in a power be havior using the symbols and signs of "power" cause the virus of disease to the public quickly. In

Mangunwijaya [2], the texts is packed in a way prioritizing the power, all subject must follow the authorization and also colonize the mind of people's language and behavior. Colonizing someone's mind can be seen from their language and also the signs and symbols that they use. In fact, Anwar [3] said that how people act and think systems is influenced by the language they use.

The language is culturally sensitive; how the language is expressed is dictated by the culture itself. Therefore, language was created for the purposes of communication in the cultural environment itself [4]. The intelligence and enlightenment of language to choose the text shows that the intelligence of the culture itself. In this connection, Damono [5] convinces that the language of advertisement is not intended as an informativelanguage, butrather as a creative language. Because of the creative language, it expresses appreciation (conceptual knowledge), some of the readers that only appreciate without understanding the language of the advertisement. Creative language almost absolutely requires the use of metaphirs, whereas metaphors usually 'obscure' an understanding [3], it means that the language of advertisement concerns to the nonlinguistic semantic. In his understanding, the creative language is a part of how the language packaging is very important to be studied in the world of language.

Billboard text is part of culture. It is because the text can be packed with the signs and symbols. The readers attitude of the reading like they ignore it shows how the part of language are described, namely the people's behavior who obscurantism. Their mindset like that, of course, it is sickening because indoctrination language will not cause and teach the critical attitude to the public. This kind of attitude is intentionally shown so that the indoctrination factori seasily propagated.

The attitude of obscurantism is obvious to inhibit the critical attitude towardsthe spirit of the progress of thinking. It is because of the creative language used shows that the irregularity and unclearly of mind. The packaging of creative language looks very vague and unclear meaning, and

the diction that is selected. When it is used, the meaning of signs and symbols vagueness cannot be able to enrich the concept to encourage the reader's critical thinking. Because of the language of billboards is not egalitarian yet, it cannot be considered as the power that is able to invite critical readers out from the concept elements of myth and superstition.

In a rational opinion, language has a spirit of liberation [6]. The language should not be shackled by the element of superstition because of the nature of liberation respect the critical thinking. At least, the billboard language can be seen as a language whose 'movements' can lead to language argumentative. If the conditions are carried out so that the language can be considered to fill one of the condition of the science of language.

Our society is anesthetized by the instant phenomena, how they think, and critical attitudes are instant. Sometimes, it seems unreasonable to follow the 'instant' thought by following the ignorant mind to social situations, then it easily presents a big problem. This is a basic assumption why the critical attitude began disappear. The process of political education is similar, it is because politics in Indonesia is only at transactional democratic phase is more concerned to the procedural aspect compared to cultural aspects of political educational process.

The nauseated can be reduced is a critical attitude can be grown. Because the text is felt disgusting, if it is not given the enlightenment process through critical attitude. One can pass political education in society. The anxiety of democracy like this is shown because of the reading of the billboards texts has not been read critically. Some people consider billboards texts is only unnecessary soy sauce seller that do not need to notice carefully and in detail. The readers do not need to waste time in reading the propaganda texts like that. Moreover, they do not need to notice the propaganda texts because it is considered pointless work.

It is appropriate that awareness of critical attitudes should be developed to be able to filter all information from the text of the billboard. As said above that a text can colonize the mind. Colonizing in broad terms may not be allowed so that true democracy to wrest the strengthen can be arranged in to the politeness of language because language is part of the mindset of society.

The attitude colonizing with an authoritarian pattern may need to be eliminated on billboards. And the reading with a critical attitude must be trained especially in the midst of a culture whose critical attitude has begun to erode as a result of individual behavior that emphasize the materialistic more and more strong. Billboard texts have an expensive cost. It is unfortunate that do not bring the political education process in a maximal. The enlightenment in the process of political education is felt to need to be increased from year to year. In other words, if a problem like this is allowed in NKRI, surely a big democracy will remain in the look for a form that is "not yet fit" continuously. Therefore, how we look for the democracy in a politely speaking language that suits the culture of the Indonesian.

2. METHOD

Pierre Bourdieu stated that the text is never sterile, it can turn into action, because when the language expressed; excessive reaction occurs in it. Then, it is considered a part of the text. How does the practice of individual-community relations in an understanding and interpretation is the object of cultural studies [7]. Therefore, the researchers consider how the text is packed in billboards are examined in detail because the packaging of billboards is a reflection of cultural identity community. Benedict Anderson [8] said the feelings and expressions of a tribe are a part of that

community. Namely, how history, tradition, and symbols that unite the identity of the past and present in a community operated in a sign.

In terms of literary science, the text includes two things namely: first, the reconstruction of content and the meaning in various reading conditions; second, various kinds of expressions in the phenomenon of society pay attention the elements of discursive, narrative, and fictional. The text is a cultural phenomenon becomes a concern point when choosing the words, phrases, acronyms in a billboards. In addition, the text is also part of the learning process within the community having democracy so that the study of billboards should continue to be considered, in order to provide graver benefits, especially the text displayed costs quite a lot. Indeed, the selected text is really useful because the language shows the mind of the master of billboards. The pride of self-identity will carry over at the same time, if the increase in intelligence and "smoothing" Human tastes in determining the choices are taught well. The natural provisions of the community are left develop it is never been given political education researching as well. The text is a social communication tool has a function as religion, magic, primitive, and modernism in educating people to be able are critical.

If someone thinks the billboard text is not a reflection of community cultural identity, then they have rejected the formula as according to Raymond William [9] said that a text is part of a whole way of life that refers to the process of development intellectual, spiritual, and aesthetic of a particular society. One type of expression is in language packaging and choice of words in the text, both written text and propaganda text.

Some of the habits, beliefs, and morals of parts of culture are expressed in various ways. One in the billboard text package. Then, from the text it is expected to produce the signs and symbols. Billboards are part of cultural representation as William [9] argues; There are three components of culture that need attention, namely; 1) the ideal component includes various ideas and thought; 2) social component, human behavior; 3) material components, various texts, artifacts and social media. Therefore, it is necessary to explore what ideology is hidden behind the acronym which was found.

According to the formulation of Raymond Williams [10], culture based on how society and a certain culture, in a certain period of time initiating what is considered an 'ideology' or personal identity. Billboard text can be considered to identify material aspects that can express ideology. Material aspects are an early indication of the characteristics of the text displayed, then it is calculated the verbal aspect. In his opinion, the meaning is a result of asocial process. This opinion is related to the Roland Barthes's concept that the connotation in meaning is obtained from contact between individuals or text user group with a social environment [11]. He was convinced that the connotation is capable translate ideology concretely because of the flexibility and fluency of language to lift the ideology up behind the text. These ideas and attitudes re tried to be explained by the relationships that exist between understanding and social identity of the community. William's opinion above is believed that the meaning of the text is asocial activity.

William [10] proposed that there are seven ways to put social identity into a meaning. The seven steps are detailed as follows. First, ideology is hidden through propaganda can be seen through billboards, the text is considered to be the same as religious treatises; incantation; myth. Second, ideology is enhanced from propaganda with the aim of persuading and influencing the community; Third,

by contrasting the characters symbolized in billboards; Fourth, ideology is considered as common sense; Fifth, ideology does not appear but rather hidden through signs and symbols; Sixth, ideology dissolves in the text so it is considered as the world free standing; Seventh, a strong ideology is maintained so that it unconsciously appears in the form structured (William in Elizabeth [8] and Tom Burns, ed.; compare with Damono [12] about ideas, politics, and ideology in the text is an ideology aim in this case can be replaced by culturally religious beliefs by the community.

Billboard text analysis can show how social ideology works in society. Besides, how does ideology play a role. The ability to package a sign is an ability package something into the text in traditional signs. If the sign is representative, as if the sign is representative, not something that is represented about something; the representative of a particular cultural sign is not another cultural sign that it represents. Between 'representing' and 'represented', there are similarities in position, but cultural signs are represented may have special characteristics.

3. RESULTS AND DISCUSSION

The critical attitude of the reader should be trained so that the connections and logical league of the language become accustomed. Critical attitude begins by giving an assessment of what is read. How a text should be understood. So that readers do not recklessly look at billboards, you should look in detail carefully. The experience reckless reading will cause difficulties if the reading process with a critical attitude is never tidy up and has never been taught. Critical reading models should be developed illustrated first so that the reckless and ignorant habits can be removed.

It is done so that billions of rupiahs of money when making billboards were not wasted meaningless. It is expected that training is given to the community of critical reading processes. People collect some billboard texts that they had read so far, then were trained in the process critical readings. The goal is the process of dupe and democracy and the transactional process in the elections can be reduced. The process of critical reading should be trained so that critical culture can be fostered return naturally and logically which is one of the requirements of the language of science.

The nature and indifferent behavior can bring harm to the development of democracy in Indonesia. Then, the billboard maker can automatically be led to how a text is capable express themselves while training the community so that they can make choices for leaders who have quality. And also how to lead the community to be critical of the signs / symbols of culture carried by the owner of billboards. After intelligence critical attitude is gained, it is hoped that the transactional attitudes in the democratic party can gradually be reduced. Then, also taught how to sign tradition, history, and the myth used is read critically which has been fooling the public. So, our disappointment due to against primordialism does not recur, the critical attitude must be trained continuously. Therefore, people will not be easily given away with false promises. When a critical attitude has formed the election dignity will be achieved, either directly or indirectly a critical attitude will bring enlightenment and political intelligence in Indonesia. When the researchers photographed the local election billboards in the city of Padang Panjang, the city's identity is clearly heterogeneity is so prominent there. Therefore, it needs the deepening ideology of what is hidden behind the billboard of a critical reading. From the analysis of the data obtained, there is "paralysis" or crisis critical attitude of the voting community. This is evident when the questionnaire is given to the reader which is to students, traders, and the state civil apparatus, both data are obtained directly by interview and data

acquisition through questionnaires. Coordination has been demonstrated by critical readers of the billboards in Padang Panjang city. The inconsistency of the reader appears when filling out the questionnairr that the billboard is an expression artificiality. They answered "no" by 50% and "confused" by 70%. It means that, the reader still "hazy" receives the billboard's information. The readers have not been critical, even do not understand the language, words, the sentence, and the diction used by the master of billboards. They read the billboards just up to the level "Appreciation", not "understanding" the meaning of the language and signs used by the billboard. From this data, it can be concluded that there are weaknesses in the analysis because they occur frequently changing. thoughts of the reader when filling out the questionnaire. Inconsistencies in answering a few the questions show their obscurity about what is the need for the billboard at a democracy in Padang Panjang. This blur impacts to the reader's clarity when they read billboards with a critical attitude. When they fill out the questionnaire, they believe that their candidates are not leaders of the "honest", have not done much for the City of Padang Panjang. Onthecontrary, they consider the mistakes happens not because they are wrong when making a choice, but they value democracy just as a busy party. The illogical thinking is related to the chooser's logic anomaly. They are dominated by the beliefs that exist in their minds. That belief is analogic so that when they do not choose a critical attitude is preferred instead it is only a myth that develops how someone leader is in the story. Voters do not test how the leader billboard language what is the vision and mission. In fact, it was not considered.

4. CONCLUSION

Billboard text appears like a presumptuous verbalization carnival for personal, group, ethnic, certain politics. The words used in billboards are mostly in the form of euphemism, vulgarity, hyperbole. These words are largely ignored by the voters. They see more photos who edited his face like a movie star. The photo in the billboard is very misleading; in the picture of the candidate is smile, make friends with important officials, close friends of the president so that his picture side by side with the famous figure who is more attractive by the voting community than the candidate's vision and mission. The language of images and words that appear to be a mantra, if in cultural wisdom was taught; pinning a tiger's head is a shameful act, but now, even that meaning no longer something to be ashamed of. Embarrassing is considered normal now so the critical readers gradually also eroded. The billboards or symbols that the lead character is sycophant no longer considered taboo. They are proud to lean with the character's fame. The naive thinking, dishonest is no longer something embarrassing, even it is showed off in billboard text. Therefore, it is very important to reeducate the readers' critical attitude when seeing the billboards.

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