

Campaign Banners of Mayor Candidates in Ternate

Meanings and Messages

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ABSTRACT

Banner is one of the most effective media that is used during political campaigns. Political candidates use the banner to introduces themselves to the public. Moreover, this media can convey information related to the political candidates who participate in an election. Before an election time, cities were installed with banners in every corner of the city, next to traffic lights, and several other strategic places on the side of the road, especially in Ternate. In Ternate, there are four pairs of candidates for mayors and their vices who are ready to compete for voters with the most votes. This study aims to analyse the meaning and message in the banners for the candidates for mayor of Ternate in 2020. This study uses a descriptive qualitative approach; the descriptive nature of this study is to describe or describe data collected from various sources. The data in this study are in the form of slogans and designs contained in the banners for candidates for deputy and mayor of Ternate in 2020. Data collection techniques are in the form of documentation and library research. The results of this study indicate that the meanings and messages conveyed by the candidates for mayor in the 2020 elections in their banners generally offer or prioritize self-image, which is conveyed persuasively. The text used on the banners for the candidates for deputy and mayor of Ternate mostly uses the glittering generalities propaganda technique and all forms of persuasion technique.

Keywords: Banner, elections, propaganda.

1. INTRODUCTION

These days, people use mass media such as television, newspapers, and social media to sell their products. Mass media also offers many services, such as delivering news, marketing products, and many more. Moreover, one of the mass media that is commonly used in Indonesia is banners.

A banner is a piece of cloth or plastic with large size of about 3 x 4 meters, vertical format, generally made of Vinyl PVC or sticker. The installation can be stretched alone or attached to an iron plate. It is best to Installed the banners outdoors and in crowded places. Furthermore, information in the form of pictures and text are displayed on banners. In addition, banners convey an implied message, advertisement, promotion, or notification for the general public to know.

The installation of billboards from each mayor candidate is a strategy used to win the general election. One of them is through political marketing. Candidates

for mayor compete with each other to introduce themselves to the public through promotions, one of which is through banners or billboards that will be placed on the streets that are easy to read and see by the public.

At the beginning of 2020, streets are full of banners, one of which is in the city of Ternate, many banners are installed due to the general election. The banners are for mayor candidates for mayor and his/her vice of Ternate.

Banners are reasonably practical mass media used during political campaigns. This medium can reach everyone because of its large size, and the whole thing is difficult to ignore by people. Moreover, it is easy to remember, and the cheapest compare to other media. In addition, this media can convey information related to the candidates who participated in the election directly to the public.

By using banners, legislative candidates create an image of themselves, raise the prestige of specific figures or even bring down opposing figures. Banners are also a

powerful weapon to show the image of the political candidate. There is no need to build a constituency, rally the masses or build a strong base. The changes are massive and impact political parties and politicians in dealing with their constituents because billboards are an effective mass media in launching political propaganda during the 2020 regional head election.

Based on the point of view of visual communication design. The visual aspect is the main thing in selecting and analysing the object of this research. The visual aspects in question, such as logos, colours, slogans, and so on, have meanings and messages. Therefore, this research is essential to study. Based on the description mentioned above, the researcher is interested in conducting this research.

2. RESEARCH METHOD

This study uses a qualitative and descriptive approach. The data are collected from various sources. As for the subjects in this study are banners for the 2020 mayoral and vice mayor candidates in Ternate. While the object of the research is the meaning and message and the design of banners. Data collection techniques were used, namely observation and documentation. To analyse the sample on the banners for the 2020 elections, the researchers applied the model used by Roland Barthes. In analysing advertisements/billboards based on the messages they contain, there are three image messages: linguistic messages, unencoded iconic messages (denotative images), and encoded iconic messages (connotative images). As well as the propaganda techniques used in communication [1].

3. FINDINGS AND DISCUSSIONS

3.1. Banners of Merlisa-Juhdi as Candidates Number 1 for Mayor and Vice Mayor of Ternate



Figure 1 The Banner of Merlisa-Juhdi.

The banner design for this candidate illustrates a man and a woman who are wearing white shirt. Merlisa as a candidate for mayor wears a white headscarf. Hijab is a symbol of the identity of Muslim women. In Indonesian society, the hijab is a woman's clothing that indicates she is a religious person. The hijab is a Muslim dress that covers the entire body except for the hands, feet and face which is usually worn by Muslim women. The use of this type of clothing is related to the guidance of Islamic law to use clothes that cover woman's head or known as the hijab. In the illustration, Merlisa's banner represents that she is a Muslim woman.

Furthermore, Melisa and Juhdi's shirt has four lines: blue, green, yellow, and red. Those lines are placed on their right side. Blue means power, green means faith and prosperity, and yellow means joy and warmth. And the last, red symbolizes courage, power, and energy. The meaning of the four-colour stripes on the shirts of the number 1 candidate for mayor and vice mayor of Ternate represents their own party and the party that supports them. The blue colour symbolizes the colours of the PAN party, and the green colour represents the colours of the PBB, yellow symbolizes the colours of the working party. Moreover, the red colour is a combination of the colours of the party, PDIP and PSI.

The meaning of the smile of candidate pair number 1, includes a smile of lies. This is indicated by a smile that is not wide enough. It gives the impression that the two candidates are forced to smile. In addition, the word "vote" which is appeared in number one shows a series of hopes and requests from the candidate pair to the community to remind them to vote for number one in the election later [2].

As an icon in this political advertisement, the photos of the two candidates are placed on the left and right with the text "*Hidup itu SATU pilihan mau berubah atau tidak juga 1 pilihan*". The text uses propaganda. Propaganda is a form of mass communication, meaning that the message should be conveyed in line with the target which the speaker intended to deliver. This text uses the Glittering generalities propaganda technique. This propaganda associates with "words of wisdom", which makes us accept and agree without checking it first.

This text means that choice is a necessity that must be taken by every human being. No matter what changes will occur in the future, humans will be faced and required to choose one option. Next, there is a number that represents the candidate for serial number 1. This text is intentionally combined with the number one so that the public will not forget to vote for number one later during the election.

The second text, "*MAJU untuk semua golongan*" placing the word "*Maju*" in a larger font size is an

acronym for the name Merlisa-Juhdi. Denotatively the word *MAJU* refers to the notion of moving forward. Nevertheless, the connotation that arises from the word represents candidate number 1 for mayor and her vice mayor. The meaning of the text is that the candidates want to emphasize to the public that they can provide progress for all groups and become leaders who are best for all groups, especially people in Ternate.

The text that is placed under the names of the two candidates is “*Membangun Ternate Se Ridaya (Sehat, mandiri, dan berbudaya).*” This text contains the meaning of the vision and mission of the Merlisa - Juhdi; if they are elected later, they will build Ternate to become a city that is healthy, independent and cultured. Healthy means achieving a clean, comfortable, safe and healthy city to live in and as a place to work and work for its citizens by implementing various health-oriented development programs to improve facilities, productivity and the community's economy.

Being Independent is not dependent on others, while independence is a state of being able to stand alone without depending on others. In this context, Merlisa-Juhdi wants to make Ternate to be a city that becomes a center of concentration that has development functions such as housing, public services, service and trade centers as well as manufacturing activities (small scale), which is expected to be able to absorb most of the growth of urbanization and various other activities. Urban areas that tend to increase rapidly, if given, will always lead (towards) the main city centre [3].

Being cultured means that the Merlisa-Juhdi will make the city of Ternate a city that upholds the traditional cultural values of Ternate. As well as preserving the culture of Ternate so it could be known by society.

3.2. Banner of Tauhid-Jasri as candidate number 2 for mayor and vice mayor of Ternate



Figure 2 The Banner of Tauhid-Jasri.

Banner design for the next candidate of Ternate, Tauhid-Jasri, features an illustration of two men wearing white shirts wrapped in black coats and black *Peci*. *Peci* is a head covering worn by men. Head coverings or caps are used to show self-capacity, both about the profession in which the values of beliefs and representations of life are lived. *Peci* is used to cover hair or to beautify the look. Because hair is a symbol or sign of a person's strength and authority.

The head is the most revered and sanctified part. Hair, in ancient Egyptian belief, is a symbol of human strength and pride. Furthermore, to show inferiority before God, the ancient Egyptians, both male and female, had to take off their proud symbols because of that then men in Egypt used to cover their heads with a covering made of cloth. This Egyptian myth which then spread to all corners of the world.

The tie used by the two candidates' number 2 has a different colour. The researcher sees a relationship between the colour of the tie, so the message to be conveyed from candidate number 2 represents the Nasdem and PKB parties. Through the blue tie, Tauhid as the mayoral candidate wants to convey to the public that he is from the Nasdem party according to his colour, blue is the colour of the dominance of the Nasdem party. At the same time, Jasri Usman wears a green tie identical to the PBB party (Partai Bulan Bintang).

Furthermore, the meaning of the smile of the candidate pair number two, is a real smile. This is indicated by the appearance of a happy smile that radiates from the two candidates' faces. It looks like they smile naturally. Characteristics of real smile are when mouth and cheek are pulled-up and facial muscles move up, their eyes express pleasure. And, On the background of the banner for candidate number 2 on the top right, there are three logos from the Nasdem party, PKB, and the Garuda party. In the upper left corner, there is a picture of two fingers, which are meant to be a sign of the Tauhid-Jasri [2].

At the bottom of the photo of the candidates, there is the text “*dari lurah menuju walikota*”. This text contains propaganda with transfer technique (borrowing fame). This technique includes the power, sanction and influence of something that is respected and more revered.

Lurah is the fame used by candidate number 2 as their propaganda technique in winning the people's hearts. *Tauhid* was a former village head of Gamalama. Status basically refers to the position a person has in a number of groups or organizations and the parasite attached to that position. Status is also used as a great power in a society that is used to control people in a subtle way [4].

In line with that, this text means that candidate number 2 wants to emphasize to the community that they are experienced people in leading a region. In this way, the public will be interested and willing to choose this candidate pair to serve as the Mayor of Ternate by departing from their experiences.

3.3. Banner of Hasan Bay-Asghar Saleh as candidate number 3 for mayor and vice mayor of Ternate



Figure 3 The Banner of Hasan Bay-Asghar.

Banner design for the candidate for mayor of Ternate number 3 Hasan Bay and Asghar Saleh features an illustration of two men wearing white shirts and black *Peci*. The two mayoral candidates placed their right hands on their right chest. The background on this banner is white and orange which is a representation of the Hanura party.

The meaning of the smile of candidate pair number 3 is a real smile. This is indicated by the appearance of a happy smile that radiates from the faces of the two candidates. It looks like they smile naturally and not excessive. Their mouths are pulled up and their cheek and facial muscles move upwards, their eyes express pleasure and joy [2].

The text located in the left corner of the banner "*salam marimoi coblos nomor 3*" is followed by a picture of five fingers which is a greeting symbol. "*marimoi*" comes from Ternate which means "let's unite" from this text, the candidate for mayor of Ternate number 2 asks and hopes that the community will vote for number 3 in the next election.

On the left, there is a picture of a ballot with a hand in the photo of the candidate for mayoral candidate number 3. The message that candidate number 3 wants to convey through this image is that if later when the public has received the ballot while voting, they hope people will not forget to tick on their photo.

The text "*bersama torang BISA! Bersama lebih baik*" which is located on the right side of the banner for candidate pair number 3, it is intended to invite the people

of Ternate to come together to vote for them in the election later.

The propaganda techniques used by candidates' number 3 are Glittering generalities, transfer techniques and using all forms of persuasion techniques.

3.4. Banner of Yamin-Abdullah as candidate number 4 for mayor and vice mayor of Ternate



Figure 4 The Banner of Yamin-Abdullah.

The design of the billboard for the candidate for mayor of Ternate number 4 shows the illustration of two men on the right, Mohammad Yamin Tawary as the candidate for mayor while on the left, Abdullah Tahir as the candidate for deputy mayor of Ternate.

The shirt that Mohammad Yamin used was plain white without the slightest color. Seen from some candidates for mayor who also use white shirts, this indicates that white shirts are the shirts that are favored by many people. as stated by Nadiem Makarim as the minister of education via detik.com (22/10/2019) "People have always felt white is something sacred, noble, and clean. So don't be surprised if it is widely used in serious activities, including summoning ministerial candidates and so on,"

Likewise, his deputy Abdullah Tahir, who wore traditional Ternate clothes, was equipped with a head covering. The clothes have gold embroidery that is not too flashy but can give an elegant impression of the clothes worn. The clothes that Abdullah wears give the impression that he is still preserving the customs of Ternate.

On the billboard there is only one text, namely "Insya Allah Yamin Ada Ternate Bangkit", the word Insya Allah is an expression by Muslims in the culture of words and deeds of Muslims. In the Big Indonesian Dictionary (KBBI), the expression of meaning God willing is used is a word to express hopes or promises that are not necessarily fulfilled. The meaning of the word Insha Allah itself means if Allah is pleased or if Allah allows it, it means that the future of all that is on this Earth is in the power of Allah. Humans have no power to determine

what will happen at that time. The use of this word, God willing, strengthens the Islamic identity of the candidate pair number 4.

Yamin, there is a nickname for the two candidates. So, in conclusion, through the text, candidate pair number 4 promises to revive the city of Ternate if they are elected as Deputy and Mayor of Ternate for the 2020-2025 period.

The meaning of candidate number 4's smile is a real smile. Meanwhile, Abdullah Tahir's smile is a lie. This is indicated by a smile that is less wide and seems forced. Furthermore, the number four that is stuck in the nail gives a message to the public so that later it will pierce the number four when the election takes place. And the propaganda technique in this billboard uses technique of using all forms of persuasion.[2]

4. CONCLUSION

Based on the results of the analysis of four banners for candidates for mayor and vice mayor of Ternate in 2020-2025, it can be concluded that the meanings and messages conveyed by the candidates for mayor and vice mayor in the 2020 elections in their banners generally offer or prioritize self-image, which is conveyed persuasively and the texts used on the banners for the pairs of candidates for mayor and vice mayor in Ternate mostly use the glittering generalities propaganda technique and all forms of persuasion technique.

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