

President Jokowi's Political Communication Messages in the 2024 Presidential Election

Muhammad Ruslan Ramli* , Ballian Siregar, Salman, Ummanah

Universitas Esa Unggul, Indonesia

Email: ruslan.ramli@esaunggul.ac.id* , ballian@esaunggul.ac.id, salman@esaunggul.ac.id,
ummanah@esaunggul.ac.id

ABSTRACT:

This study focuses on the communicator element, an important part of communication, and discusses President Jokowi's political communication messages in the 2024 Presidential Election. As a communicator, Jokowi uses political messages to encourage the presidential candidates he supports to lead Indonesia. The problem arises because Jokowi supports specific presidential candidates even though several are participating in this contest. Jokowi's statements contain messages full of meaning. This study aims to elaborate on Jokowi's political communication messages during this contestation. Using Aristotle's rhetorical model, it focuses on the communicator in conveying political communication messages through language style. The language style follows the Keraf model, namely rhetorical and figurative. This study employs qualitative research with a constructivist paradigm and a literature review approach. The object is the messages, and the subject is President Jokowi. These statements were published in the media. The results show that Jokowi's political messages use rhetorical and figurative language. Jokowi expresses paradoxical and metaphorical language styles more often than tautology, erotesis, synecdoche, euphemism, and pleonasm. The significance of this research is that Jokowi incorporates a Javanese-style cultural dimension in conveying political communication messages during the election.

Keywords: media; message; 2024 presidential election; political message

INTRODUCTION

Speech is a communication activity that relies on a person's ability to compose and process words and sentences. One of the strengths of a speech lies in the message conveyed by the communicator. Communication messages must be easy to understand to avoid miscommunication. The expected message will not reach others if the language is ambiguous, unstructured, and unsystematic. Barthes (in Sobur, 2016) said that language is an arrangement of signs that have a special message and that a special message contains meaning.

Language is a message that can be understood verbally and in writing. Putri Annisa & Putri (2020) said that the communication language must be understood by both the communicator and the communicant. Garing (2017) states that language is a communication tool used to understand and interpret the delivery of messages by speakers and speech partners;

according to Sutedi (in Putri Annisa & Putri, 2020), language functions as a medium for conveying messages to other people verbally and in writing. Especially regarding elections as part of democratic practice, (Yuliarti, 2020:28) stated that new media needs to provide space for the public to be involved in democratic activities, in addition to space for political parties and presidential candidates.

Speeches can be made during formal and informal activities in various forums. The message conveyed in a speech as a decoy is usually accompanied by stylistic language inserts. (Kusno & Rusbiyantoro, 2020:77) say that someone who masters and uses language styles well will attract public attention. The content of the speech constantly adapts to the context of the activity. One of them is a political speech that uses persuasive language. Language in the world of politics is used to influence other people. Language is persuasive to attract public sympathy. The media creates discourse for specific interests (Jayanti & Pribadi, 2024).

Especially speeches that have political discourse. Speech like this is called propaganda. Only certain people can do it. Ngoa (2011) said that political discourse is a type of communication constructed to influence the public directly or indirectly to achieve goals. Saad Saleh Hamad et al., (2022) say that political discourse is a person's ability to persuade others about ideas and thoughts. Samenta (2015) naturally said citizens are attracted to candidates by considering their qualifications and offering issues and concerns as public figures.

Not everyone can make good speeches in public. Reliable rhetorical skills make the public interested in the speech. Someone skilled at speaking in public is called an orator. Speech is often equated with rhetoric. Wareing & Jones (2007:68) state that rhetoric is an ancient art that discusses a person's ability to speak elegantly and persuasively. Strong rhetoric through speech and writing has implications for other people. Morrisan (2024) states that style is an important element of rhetoric apart from creation, organization, delivery, and memory.

In the 2024 presidential election contest, the President of the Republic of Indonesia, Joko Widodo (Jokowi), sometimes makes speeches that are linked to politics. During his speech, Jokowi repeatedly signaled his support for specific presidential candidates. Jokowi uses political marketing in supporting his preference. Sarofah et al., (2024) said that political marketing has an important role in influencing voter preferences through narratives of religious and ethnic group identities, especially in Indonesia as a multicultural country. On various occasions, Jokowi supported Prabowo Subianto and Ganjar Pranowo as his future successors. Apart from the two, there is still another presidential candidate, namely Anies Baswedan. However, Anies Baswedan was never endorsed by Jokowi like Prabowo and Ganjar.

Jokowi's code of support for leadership figures, such as white hair and lots of wrinkles on his face said (Sulistya et al., 2023). Jokowi event admitted that this country need a good and proper leader (Fadhilah, 2023). Jokowi made this open statement even though there was no official candidate from the General Election Commission. Jokowi's political communication messages are language that contains meaning. The message addressed to the public is not without meaning but is a code of support. His statements are ideas and feelings that originate

from him. Jokowi brought special messages that he deliberately addressed to the public. Researchers assume this message can influence and convince the public.

Jokowi's political communication messages are conveyed through language. Fowler (in Eriyanto, 2011) said that the language written by the media is not neutral but contains ideological values. Jayanti & Pribadi (2024) said that the media function is a tool that distributes information to the public. The media is sometimes impartial for various reasons that make it not neutral. Therefore, Jokowi's very high news value statement for the mass media is not just ordinary verbal talk. The criteria for white hair and a wrinkled face as a leader who thinks about the people are apparent signals referring to specific figures. In the Indonesian political context, Jokowi's statement is not just lip service but a direction he is showing the public. A statement is a verbal expression that contains a specific message. Asror (2015:48) states that language is the right medium to instill ideology and seize and maintain power in politics.

Jokowi intensely conveyed the succession discourse through official speeches. In front of his volunteers, he gave a speech about the criteria for an Indonesian leader. Jokowi mentioned the criteria that refer to the presidential candidates he supports. Jokowi endorsed specific names among the contesting candidates. Together with the general chairman of the political party, he made a speech about his desire to be involved in the succession of Indonesia's future leaders. By forming a coalition, he created a structure to convince the public. Putnam (2013) divides six layers of political stratification into proximate decision-makers, influential activists, attentive public, voters, and non-participant groups.

Language has an important meaning in political communication because it is an oral and written communication message that holds meaning. Asror (2015:48) said that language is a powerful medium for instilling ideology, seizing or obtaining, and maintaining power. Sulistyningtyas (2009:17) states that various linguistic devices are used to gain sympathy, attract attention, and create perceptions of a problem, controlling thoughts, behaviour, and the values held by the audience.

Based on this background, this study emphasizes the content of Jokowi's political communication messages published in the media in the 2024 presidential election. Meanwhile, the research aims to explain the content of Jokowi's political communication messages in the 2024 presidential election contestation through news presented in the media.

According to Keraf (2010), rhetoric is an art used as a language technique. In rhetoric, the communicator is important for the audience to receive communication messages. The main focus of rhetoric is the communicator. The communicator determines the effectiveness of rhetoric. According to Wrabel (2015), Aristotle divided three elements of rhetoric, namely pathos, logos, and ethos.

In the 2024 presidential election, various parties practiced political rhetoric fueled by national political momentum. Political actors socialize these democratic activities. They are aggressively disseminating information about the 2024 presidential election to increase people's political participation. Political parties actively campaign for presidential candidates and vice presidential candidates who are being held in the contest. Barthel and Moy (in Elislah, 2023)

stated that the most important element of democracy is people's trust in politics. Do not let people become cynical about the government because high and ongoing political cynicism threatens the trust and legitimacy of the government.

Rhetoric has limitations based on knowledge about using language as an oral and written art. Rhetoric is understood as the science of making speeches. Apart from that, rhetoric is also understood as the art of using language effectively, which is achieved based on natural talent and technical skills to compose effective speech (Isbandi Ida, 2014). Aspects that must be considered in rhetoric are knowledge, good use of language, and knowledge about particular objects conveyed through that language (Keraf, 2010). Thus, rhetoric in the use of language must be based on mastery of the object or material being conveyed. For objects or material to be conveyed well, language users need to have good knowledge and use of language. Both support each other's success in conveying a message to the audience.

A study on political communication was carried out by Susanto (2017) regarding political messages through mass media. This study uses a qualitative-subjective method by interviewing relevant informants. Researchers want to know how political messages are used and addressed to the public. Data was obtained from searching news documents published on social media but selected to determine the analysis. The results of this research are that the public is not bound by a person's background through social, economic, and political status. Each media outlet has a different character in conveying messages to the public, and social media especially plays a role as a supporting media for political communication networks in democracy.

When making political rhetoric, Jokowi plays with language style. A study on the use of language styles to achieve goals was carried out by Ilham & Akhiruddin (2022). The two of them examined the language style of the Minister of Education and Culture, Nadiem Makarim when making a speech. They wanted to describe Nadiem Makarim's message through rhetorical and figurative language. Using qualitative-descriptive methods, the data source for this study was obtained from YouTube.

Data is collected, read, listened to, and recorded. Then, the content of the speech is identified and classified. As a result, Nadiem Makarim often expresses rhetorical and figurative language styles. There are 30 types of rhetoric, with a predominance of paradox over zeugma, erotesis, and hyperbole. Meanwhile, figuratively, 19 parts of language style were obtained with the dominance of metaphor compared to innuendo and paranoia.

A good language style must contain three elements, namely honesty, politeness, and interest (Keraf, 2010). Language cannot be viewed as a neutral entity; it is an ideology with a specific power content (Jufri, 2005:1). Ideology and power are reflected in vocabulary, sentences, and discourse structures. In political speeches, these language features instill ideology and manifestos, gain sympathy, and establish power. Jokowi's statements caused polemics because they interpreted Jokowi as wanting to organize presidential candidates in the 2024 presidential election. Asmara (2016) said that the discourse conveyed in state and political speeches was identical to the content of power. The public is the party dominated by the party

making the speech. Ideologically, the public is under control and influence according to the wishes of the party giving the speech.

This accuracy influences the effectiveness of the message conveyed. Far deviations in meaning in figurative language styles will be vulnerable to failure in conveying the message. Spoken and written language styles have different characteristics. Likewise, the style of spoken language is conveyed in different situations and by different people. The basic principle is that if someone masters various language styles and can use them well, they will be able to attract the attention of readers or listeners. Conveying the speaker's thoughts can be helped by using appropriate language style.

Using language style is one way to make someone's speech interesting and powerful. The language style is a beautiful language used to increase the effect by introducing and comparing particular objects or things with others (Sumadiria, 2011). By using language styles, a person's speech becomes beautiful. Language styles are divided into two groups, namely rhetorical language styles and figurative language styles (Keraf, 2010). The various types of rhetorical language styles are alliteration, assonance, anastrophe, apophasis or preterist, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemism, litotes, portion hysteron, pleonasm or tautology, periphrasis, prolepsis or anticipation, erotesis or rhetorical question, sylepsis and zeugma, correctiono or epanorthosis, hyperbole, paradox, and oxymoron (Keraf, 2010).

Good rhetorical language style can attract and make it easier for readers to receive the messages and ideas conveyed. Types of figurative language styles such as equations or similes, metaphors, allegories, parables and fables, personification, allusions, eponyms, epithets, synecdoche, metonymy, antonomasia, hypallage, irony, cynicism, sarcasm, satire, innuendo, antiphrasis and paronomasia (Keraf, 2010). Using this language style requires sensitivity from the user. Users must be able to sort and choose the right language style.

The urgency of this research lies in the strategic importance of political communication during the 2024 Indonesian Presidential Election, in which President Jokowi—as an influential national figure—frequently delivered messages that were widely disseminated by mainstream media and interpreted by the public. Jokowi's rhetorical dominance and selective use of figurative language create distinct layers of meaning that may influence public perception, political trust, and electoral preferences.

Understanding how these language styles are constructed and interpreted is crucial for evaluating the dynamics of political persuasion, elite communication behavior, media framing, and their broader socio-political implications in a democratic context. Furthermore, this research is urgent to fill the gap in previous studies that have not deeply examined how the combination of rhetoric, figurative style, and cultural dimensions shapes political meaning-making processes in Indonesia

Analyze the content of President Jokowi's political communication messages during the 2024 Presidential Election as presented in mainstream media. Identify and classify the dominant rhetorical and figurative language styles used by Jokowi. Interpret how these language styles reflect cultural, ideological, and political motives in the context of leadership endorsement and

political contestation. The findings provide insights for political practitioners, policymakers, and communication strategists on the ethical and strategic use of political messaging. They may also help the public and media practitioners develop more critical awareness in interpreting political statements, thereby supporting a healthier democratic communication climate.

METHOD

This study uses qualitative research methods to interpret and elaborate on President Jokowi's message or statement during the 2024 presidential election contestation. The paradigm is constructivism, which sees Jokowi's statement as a construction he formed to be interpreted by the public. Meanwhile, the method uses library research.

In this literature study, technically, the researcher started by searching for Jokowi's political communication messages in the 2024 presidential election on the *Google* search engine. To do this, the researcher typed in the political message code until several news items related to Jokowi's statements in the 2024 presidential election appeared. The researcher selected six mainstream media portals, namely *kompas.com*, *tempo.co.id*, *detik.com*, *kompastv.com*, *CNN Indonesia*, and *metrotvnews.com*.

The six were chosen considering large media groups, national media, and vast network media. Researchers search, read, understand, process, and analyze the news in these six media. The process runs for seven months, from November 2022 to May 2023. The unit of analysis is determined using words, phrases, and clauses. The research object is political communication messages, and the research subject is President Jokowi.

Primary data comes from news about the presidential election published in mainstream Indonesian media, while secondary data is taken from references related to this study. From various statements, researchers found ten Jokowi statements related to the 2024 presidential election. Annas & Rizal (2019) say that library research is a technique for collecting data or sources related to study topics through journals, documentation books, the internet, and libraries. This study looks for theoretical references related to the problem.

Data analysis techniques are done through data reduction, presentation, and conclusions. Data reduction is related to sorting out Jokowi's statements that contain linguistic styles. Here, the researcher selects Jokowi's statements that contain political meaning. Presenting data means identifying the type of language style conveyed. Here, the researcher relates Jokowi's statement using relevant language styles. Finally, the data is analyzed to conclude.

RESULTS AND DISCUSSION

Based on the research objective of explaining political communication messages through the language style conveyed by President Jokowi regarding the 2024 presidential election, the researchers found ten statements as follows:

Table 1. Statement of Jokowi

No	Statement	Source	Language Style
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1	If his face is smooth and clean, there are no wrinkles on your face, be careful. Look at his hair, if it's all white, he always thinks about society	<i>tempo.co.id</i> (Clara, 2022)	A figure of speech with a type of metaphor
2	There are also those who think about the people until their hair is all white. There it is. I repeat. So, a leader who thinks about the people can be seen from his appearance, from the wrinkles on his face. If his face is clingy, clean, there are no wrinkles on his face, be careful. Look also, look at his hair, it's all white, 'wow, these people think about society'	<i>detik.com</i> (Detik, 2022)	A figure of speech with a type of metaphor
3	He also won the Presidential Election twice. Sorry Mr Prabowo. It seems that after this Mr Prabowo's turn will be. It's been there from the start. Why do you have blessings? From the start I said I supported him.	<i>tempo.co.id</i> (Purnama, 2022)	Rhetorical with type Tautology
4	I will not break the rules, I will not break the law. Please understand that this is in the national interest, choosing a leader in 2024 is very crucial, it must be precise and correct.	<i>kompastv.com</i> (Fadhilah, 2023)	Rhetorical with type Paradox
5	That's why I am intervening. I will not be neutral because this is in the national interest. Our opportunity is only in the next thirteen years. Once we make the mistake of choosing the right leader for the next thirteen years, the opportunity to become a developed country will be lost.	<i>Kompas.com</i> (Yahya, 2023)	Rhetorical with type Paradox
6	Intervention for the country, in the national interest. I choose intervention in a positive sense, can't I? Can't you do politics? No constitution has been violated. For this country, I can intervene.	<i>cnnindonesia.com</i> (Rosmasari, 2023)	Rhetorical with type erotesis
7	There are lots of suitable ones. There's Mr. ET (Erick Thohir), there's Mr. Sandiaga, there's a lot, right? There is Mr Mahfud. There is Mr. Ridwan Kamil. There are many, there is Cak Imin, there is Pak Airlangga. Many, including Pak Prabowo.	<i>kompas.com</i> (Yahya, 2023)	Figures of speech with types Synecdoche
8	Nasdem, yes, we have to talk about it as it is. You already have your own coalition. And this combination of parties that gathered yesterday also wants to build other political cooperation.	<i>kompas.com</i> (Yahya, 2023)	Rhetorical with type euphemism
9	It's not an intervention, it's just a discussion. I've already said that I'm also a political official, I'm not intervening, and the presidential candidate's business is a matter for the party or coalition of parties. I've said it back and forth, if they invite me, I invite them, that's fine.	<i>metrotvnews.com</i> (FeriYansyah, 2023)	Rhetorical with type paradox
10	This country is a big country. This nation is a great nation. Our population is already 280 million, more or less. Our people need the right leaders, need the right leaders. Close to the people. Who understands the hearts of the people, who knows the needs of the people. Who is willing to work hard for the people? That's what's needed. And brave. The brave, brave for the sake of the people.	<i>detik.com</i> (Anggrainy et al., 2023)	Rhetorical with type redundancy

Source: (Ramli, 2023)

In communication science studies, communicators are important when someone makes a speech, such as President Jokowi's speech in the 2024 presidential election contest. As president,

Jokowi is a communicator with high news value, especially as his statements invite speculation about the presidential candidate's support. Shehata (2014) stated that media research often focuses on negative news, political actors, and scandals rather than its content. Based on the research results obtained on Jokowi's political communication messages, researchers are guided by the two language styles introduced by Keraf (2010): rhetorical and figurative. Rhetorical is a language style used to explain and animate objects, while figurative language is a language deviation that focuses on aspects of meaning.

Jokowi's ten direct statements published in the media during the 2022-2023 period, researchers found that his political communication messages were dominated by a rhetorical language style, namely seven statements compared to metaphors with three statements. The rhetorical styles used by Jokowi are euphemism, tautology, pleonasm, paradox, and erotesis. In contrast, Jokowi only uses two types of speech figures: metaphor and synecdoche. Jokowi often uses a rhetorical language style, according to his understanding, that conveys a message according to its true meaning. In various speeches about the 2024 presidential election contest, he stated issues and events as they were. For example, he supported presidential candidate Prabowo Subianto. He repeatedly supported his rivals in the previous two presidential elections.

The use of rhetoric and figures of speech shows Jokowi's careful attitude in conveying political messages. Rhetorically, he did not want to be seen as making it up but speaking as it is. He is aware that in the political moment, he avoids subjective impressions but rather is objective according to data and events on the ground. Then, figuratively, he shows himself to be Javanese. In communicating, Javanese culture is not straight but metaphorical. He let the public interpret the meaning of his statement without having to say it directly. He uses symbols in an attempt to influence others. As Morris (2024) stated, rhetoric is how someone uses symbols to influence everyone around them.

Among the rhetoric above, Jokowi's statements more often use a paradoxical language style. This can be seen in the following news excerpt. "That is why I am an intervention. I will not be neutral because this is in the national interest. Our opportunity is only in the next 13 years. "Once we make the mistake of choosing the right leader for the next 13 years, the opportunity to become a developed country will be lost."

Another example: "It's not intervention'; it's just a discussion. "I've already said that I'm also a political official. I'm not an 'intervention'; the presidential candidate's business is a matter for the party or coalition of parties. I've said it back and forth: "If they invite me, I invite them, and that's fine."

This statement makes it clear that there is a paradox, namely two opposite things, even though both are true. Once upon a time, Jokowi stated that he would not intervene in the 2024 presidential election. Still, at a different time, he stated that he would intervene in the 2024 presidential election for the sake of the nation and state. On various occasions, he remains active in discussing politics, both with the general chairmen of political parties and in public.

This habit can be witnessed when talking about campaigns. Once upon a time, Jokowi admitted that he would not participate in the campaign, but later, he emphasized that the

president could campaign. He argued that Constitution Number 7 of 2017 concerning General Elections was a regulation that allowed him to campaign. The President and Vice President have the right to carry out campaigns, as in paragraph 299.

Jokowi's intervention was ultimately discovered when Prabowo Subianto proposed to Gibran Rakabuming Raka as a vice presidential candidate. As Gibran's biological father, his blessing reflects his intervention in appointing the vice presidential candidate. Reason finds it challenging to accept Gibran as the vice presidential candidate. At the same time, the Advanced Indonesia Cabinet coalition consists of political party chairpersons such as Airlangga Hartarto (Golkar Party), Zulkifli Hasan (National Mandate Party), Agus Harimurti Yudhoyono (Democratic Party), and Yusril Ihza Mahendra (Moon Star Party). Besides, they are senior politicians. Some of them even have experience in government and legislature.

Next, the euphemism as a language style conveyed by Jokowi can be read in the following text: "Nasdem, yes, we have to talk as it is. You already have your coalition. "And this combination of parties that gathered yesterday also wants to build other political cooperation."

This statement shows the practice of euphemism as a style of language that functions to refine words. President Jokowi conveyed the position of the Nasdem Party, which did not join the Advanced Indonesia Coalition. This fact was not stated explicitly by him but very subtly. He chose the diction that Nasdem already has its coalition to soften the words that they have separated or are no longer with coalition. What Jokowi said was that the practice of euphemism is a language style that softens words. Sutana (2012:82) said that euphemisms are used as communication to avoid causing offense, discomfort, or feelings of humiliation.

Jokowi could say that the Nasdem Party has left the government coalition with him in the cabinet. He could even say that the Nasdem Party has a different vision and mission for facing Indonesia's future through the 2024 presidential election. The Nasdem Party joined another coalition because it was no longer aligned with his ideas and ideals.

Then, Jokowi delivered a statement that used tautology, a language style that repeats one word. This was read in the statement, "Twice in the Presidential Election, he also won. Sorry, Mr. Prabowo. It seems that after this, Mr. Prabowo's share will be. It's been there from the start. Why do you have blessings? From the start, I said I supported him."

What Jokowi conveyed was an emphasis on his support for Prabowo Subianto. He does not use winged language that results in multiple interpretations but is straight (firm). He openly conveyed to the public that he supported Prabowo Subianto this time. Even though many candidates are participating in the 2024 presidential election, he chose Prabowo Subianto as his champion. He openly gave his blessing to Prabowo Subianto as his future successor. After winning two presidential elections against Prabowo Subianto, he was on Prabowo Subianto's side this time.

Next, Jokowi applied pleonasm, a language style that expresses one idea using more words than necessary. His statement read as follows, "This country is great. This nation is a great Our population is already 280 million, more or less. Our people need the right leaders, need the right leaders. Close to the people. Who understands the hearts of the people, who knows the

needs of the people. Who is willing to work hard for the people. That's what's needed. And brave. Those who are brave, brave for the sake of the people.”

This quote from Jokowi's speech illustrates the practice of pleonasm, which emphasizes thinking about future leadership. Indonesia needs strong leadership due to its demographics. With a large population from West to East, the challenges in the future are very serious. Not to mention the diversity of the Indonesian nation through ethnicity, religion, language, and race, a strong leader is needed. Leaders do not just build but serve the people.

Then Jokowi stated the eroticism with the sentence, "Interventions are for the country, for the national interest. I choose interventions in a positive sense, can't I? Can't you do politics? No constitution has been violated. For this country, I can be an intervention.”

Jokowi's speech above is evidence of erotesis, namely the style of language used to achieve a profound, strong effect and natural emphasis, and it does not require an answer. To the public, he emphasized his concern for the nation and state. He is not breaking the rules by intervening in the 2024 presidential election. He advised the people that his actions were solely in the national interest.

Then, for figurative language style, Jokowi uses metaphor and synecdoche. Between the two, he uses metaphor more than synecdoche. An example of a metaphor can be seen in the following quote, "There are also those who think about the people until their hair is all white. There it is. I repeat. So, a leader who thinks about the people can be seen from his appearance, from the wrinkles on his face. If his face is clingy, clean, there are no wrinkles on his face, be careful. Look also, look at his hair, it's all white, 'wow, these people think'.”

This statement clearly shows a language style that equates something to a figure of speech. In other words, Jokowi also delivered his speech metaphorically. He did not mention the presidential candidate's name he supported but used figurative language. He said that the white-haired leader always thought about the people. He advises you to be careful if your face is clean and without wrinkles. The white hair referred to here is Ganjar Pranowo because he is the only presidential candidate with white hair. Compare Anies Baswedan and Prabowo Subianto who have black hair.

Another figurative language style was discovered when Jokowi was interviewed by journalists after Eid al-Fitr prayers in 2023 in Solo. For example, “There are lots of matches. There is Mr. ET (Erick Thohir), and there is Mr. Sandiaga. There is a lot, right? There is Mr. Mahfud. There is Mr. Ridwan Kamil. There are many; there is Cak Imin, and there is Mr. Airlangga. Many, including Mr. Prabowo.”

In this statement, Jokowi used synecdoche, a style of language that mentions the names of the presidential and vice presidential candidates for the 2024 presidential election. Even though among the names of these candidates, there is a name that he supports, these names were revealed simultaneously with his choice of one name, Prabowo Subianto.

In the context of Javanese culture, the figurative language style often conveyed by Jokowi is an interpretation. Roland Barthes (1972) is known as a pioneer in semiotics because of his three elements: denotation, connotation, and myth. Resti (2017) explains that denotation is

the first step in reading a message. This means that Jokowi's statement is a meaning that is emphasized at the linguistic level. Then, the connotation is the second step, which has a broader meaning.

This second stage no longer looks at linguistic aspects but rather cultural aspects of the meaning of Jokowi's statement. They both said that the second stage of meaning (connotative) will lead to myths that apply to society. As a Javanese, Jokowi makes statements that contain interpretations of Javanese culture. Regarding connotative, the explanation is strengthened by Rahman Shaari (in Dato et al., 2022) who states that connotative or metaphors are not just flowery statements but have other motifs that someone conveys implicitly.

Thus, Jokowi uses a certain language style to achieve his political interests. Jokowi uses this language style to encourage the presidential candidate he supports. Moreover, Jokowi is prominent and has high news value for the media. The media also utilizes Jokowi's political speeches to fulfill media interests, as Ramli et al., (2016) stated that the media presents news for its interests. Krishna Sen and Hill (in Anggrayni et al., 2018) say that the media is a means of democracy that provides space for freedom of opinion.

As a communicator, Jokowi takes advantage of his status as president, who dramatically influences society. In the 2024 presidential election contest, whatever he says shows his presidential candidate's choice. He uses languages easily understood by the public, not "celestial" languages like Anies Baswedan and Mahfud MD. Both of them usually use high language to show their level of education, while Jokowi states things. Morrisson (2024:25) and Castells (2007) say that messages sent by a simple communicator can effectively influence and reduce hostility.

Jokowi's character is the basis for sometimes giving political messages in the 2024 presidential election contest. As president for two terms, he has great power as a decision-maker according to his political interests. Susanto (2017:393) and Putnam (2013) say that proximate decision-makers occupy high positions in political parties, legislatures, and authorities who can decide government and state policies. Thus, it is reasonable for Jokowi as an influential communicator, to convey political messages in the 2024 presidential election contestation to fulfill his ambitions and interests.

CONCLUSION

The research concludes that during the 2024 presidential election, President Jokowi, as an influential communicator aware of his position, predominantly employed rhetorical and figurative language styles rooted in his Javanese cultural background, analyzed through Roland Barthes' semiotics across denotative, connotative, and mythical levels. He favored rhetorical styles—such as euphemism, tautology, paradox, pleonasm, and erotesis—for explicit (denotative) conveyance of political choices, over implicit (connotative) figurative ones like metaphor and synecdoche, thereby benefiting supported candidates Prabowo Subianto and Gibran Rakabuming Raka more than Anies Baswedan. This approach clarified his endorsements to the public. For future research, scholars could comparatively analyze language styles across

multiple Indonesian presidents' election communications, incorporating quantitative sentiment analysis to quantify cultural influences on voter perception.

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