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# Verbal and Nonverbal Communication of Presidential and Vice-Presidential Candidates During the Third and Fourth Debates of the 2024 Election: A Semiotic Analysis by Charles Sanders Peirce

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**Abstract:** As presidential and vice-presidential candidates seek to capture public attention and understanding, they often employ innovative and creative methods. Both verbal and nonverbal messaging play a crucial role in this process. Therefore, understanding the verbal and nonverbal communication of a potential national leader is essential to prevent future misunderstandings. This study aims to analyze the political verbal and nonverbal communication of presidential (capres) and vice-presidential (cawapres) candidates during the third and fourth debates of the 2024 election using Charles Sanders Peirce's semiotic analysis. The primary focus of this research is to understand how the concepts of Sign, Object, and Interpretant are used by the candidates to convey their political messages during the debates. The methodology employed is qualitative, utilizing a semiotic analysis approach, which allows the researcher to elucidate the meanings behind the signs and symbols used in political communication. The study finds that the use of certain symbols significantly influences voter perceptions of the candidates. Additionally, the research highlights that signs play a critical role in the effectiveness of political communication, where gestures, facial expressions, and body language enhance the candidates' appeal and credibility in the eyes of the voters. These findings are expected to contribute to the development of more effective political communication strategies in future election campaigns.

**Keywords:** Verbal and Nonverbal, Political Communication, Presidential and Vice Presidential Debate, Semiotics.

## Introduction

General Elections are an important event that occurs every five years in Indonesia, where the public has the opportunity to vote for the president and vice president. This election process requires active participation from voters and involves various stages, including vision and mission debates and Q&A sessions. These debates serve to test and consider the candidates to be chosen. Communication skills, both verbal and nonverbal, are crucial in human interaction and have an impact on political debates. These skills are necessary to motivate and guide others in achieving goals. Political communication encompasses various forms of communication by and about politicians and other political actors with specific objectives. It also includes communication by non-politicians such as

voters and newspaper columnists. Political communication aims to unify political views within society and is carried out by political actors or forces to influence political decision-making. For example, communication delivered by presidential and vice-presidential candidates during debates often succeeds in capturing public attention. This is evident from the number of viewers for live broadcast debates, such as the presidential and vice-presidential debates watched by millions through METRO TV's YouTube channel.

Debates are an exchange of ideas aimed at gaining support and justification for the presented ideas. Political debates, such as the vision and mission debates of presidential and vice-presidential candidates, allow candidates to present their views, ideas, and policy plans to voters. The media broadcasting these debates provides a strategic opportunity for candidates to showcase their communication abilities. Presidential and vice-presidential debates help the public make their choices and serve as a form of public participation. Researchers aim to analyze the verbal and nonverbal communication of the 2024 presidential and vice-presidential candidates in the 3rd and 4th debates using Charles Sanders Peirce's semiotic analysis to understand the evolution of political communication affecting voter enthusiasm and decisions.

Surveys indicate that political debates also influence the electability of candidates. According to the Lingkar Survei Indonesia (LSI) survey, the pair of Prabowo Subianto and Gibran Rakabuming Raka has the highest electability among respondents. The electability of other pairs such as Ganjar Pranowo-Mahfud MD and Anies Baswedan-Muhaimin Iskandar also changes as debates progress. Observing data from electability surveys of presidential and vice-presidential candidates, as well as the reasons for public choice, reveals that verbal and nonverbal communication presented by the three candidate pairs in debate sessions has an effect on public interest in the upcoming election. These effects can be seen through attitudes, behaviors, actions, and symbols exhibited by the candidates, influencing the public. Therefore, researchers want to analyze how the verbal and nonverbal communication of the 2024 presidential and vice-presidential candidates in the 3rd and 4th debates evolve over time using Charles Sanders Peirce's semiotic analysis, focusing on the three elements of Sign, Object, and Interpretant. This will reveal how the evolution of political communication among presidential and vice-presidential candidates affects public enthusiasm in choosing and making more critical decisions on their future candidates.

## Methodology

Qualitative research, according to Moleong (2017), is inductive and aims to understand phenomena holistically through descriptions in words and language within specific contexts. Based on constructivism, this type of research assumes that reality is

dynamic and interpreted subjectively. It seeks to gain a deep understanding of human and social issues without manipulating variables, and is conducted in natural settings. The method used is semiotic analysis based on Charles Sanders Peirce's concepts, which involves the study of signs (sign, object, interpretant) and their relationships. This research analyzes video footage of the 2024 presidential and vice-presidential debates using Peirce's semiotic elements such as Qualisign, Sinsign, Legisign, Icon, Index, Symbol, Rheme, Dicent, and Argument.

Data collection techniques include observation, documentation, and literature review, with a constructivist paradigm that emphasizes how signs and symbols are perceived and given meaning by participants and audiences. The research accesses data from media sources such as video recordings or transcripts of debates on the YouTube channel Metro TV, analyzing qualitative elements such as language use, tone of voice, facial expressions, and gestures.

## **Result and Discussion**

### **Description of Live Video Broadcasts of the 3rd Presidential Debate and the 4th Vice-Presidential Debate on the Kompas TV YouTube Channel**

Presidential and vice-presidential debates are forums where candidates running for president and vice president face each other directly to discuss various issues and policies relevant to government and the nation. The primary goal of these debates is to inform voters about the candidates' views, programs, and visions, enabling them to make more informed decisions during the election. In this study, the researcher selected two video broadcasts: the 4th Presidential Debate and the 4th Vice-Presidential Debate.

The 3rd Presidential Debate, discussing themes related to "Defense, Security, International Affairs, Globalization, Geopolitics, and Foreign Policy," was held on Sunday, January 7, 2024, at Istora Senayan, Jakarta. The 4th Vice-Presidential Debate, covering topics such as "Energy, Natural Resources, Human Resources, Carbon Tax, Environmental and Agrarian Issues, and Indigenous Communities," took place on Sunday, January 21, 2024, at the Jakarta Convention Center (JCC) Senayan and was broadcast live on the Kompas TV YouTube channel.

The researcher categorized the videos into three groups to facilitate analysis using Peirce's semiotic model. The first category is signs related to clothing or fashion. This involves examining the attire or fashion style worn by the three presidential and vice-presidential candidates in the videos. Clothing serves not only basic human needs but also functions socially as a cultural expression, allowing people to communicate (Suna.at, 2022). The second category is signs related to humor. This category focuses on humorous remarks made by the candidates during the debate sessions. The third category is signs

related to nonverbal communication, specifically kinesics. Kinesics refers to body movements, gestures, and facial expressions, discussing how body movements, head gestures, and facial expressions are used as nonverbal communication (Hans & Hans, 2015).

## Analysis of Verbal and Nonverbal Semiotics of Presidential Candidates Anies Baswedan (Number 1), Prabowo Subianto (Number 2), and Ganjar Pranowo (Number 3) in the 3rd Debate of the 2024 Election

### Sign Related to Clothing/Fashion

- **Sign:** Anies Baswedan wears a black suit paired with a white shirt. On the left side of the suit, there is an inscription "AMIN," which stands for Anies-Muhaimin.
- **Object:** The outfit, consisting of a white shirt and black suit with the "AMIN" inscription, represents professionalism, credibility, and leadership, while "AMIN" signifies the identity of Candidate Pair Number 1.
- **Interpretant:** This formal appearance communicates that Anies-Muhaimin are a serious, professional, and experienced team in governance. The "AMIN" inscription also conveys a political message of being religious, harmonious, and optimistic in leading Indonesia.



**Figure 1.** Presidential Candidate Number 01, Anies Baswedan, during the 3rd debate, wearing a white shirt paired with a black suit featuring the inscription "AMIN."

### Sign Related to Verbal Communication

- **Sign:** The phrase "Indonesia absence no more, respected forever!"
- **Object:** Indonesia, along with its political situation and position on the international stage, relating to the lack of participation in certain meetings leading to respect or lack thereof.
- **Interpretant:** The message conveys that as a leader, Anies Baswedan aims to restore Indonesia's presence and importance on the global stage, highlighting a commitment to bring change and enhance Indonesia's international standing.



**Figure 2.** Presidential Candidate Number 01, Anies Baswedan, during the 3rd debate, delivering the closing message.

### Sign Related to Nonverbal Communication

- **Sign:** Anies Baswedan frequently raises his hand while speaking.
- **Object:** The gesture of raising his hand signifies emphasizing or underlining key points and demonstrating authority, leadership, or control of the situation.
- **Interpretant:** This nonverbal cue suggests that Anies is stressing the importance of his points and presenting himself as a decisive and authoritative leader.



**Figure 3.** Presidential Candidate Number 01, Anies Baswedan, frequently raising his hand and displaying a firm demeanor throughout the 3rd debate.

### Sign Related to Clothing/Fashion

- **Sign:** Prabowo Subianto wears a light blue shirt with black trousers, complemented by Gibran Rakabuming's navy blue jacket.
- **Object:** The light blue shirt signifies calmness, stability, and reliability.



- **Interpretant:** This attire communicates that Prabowo-Gibran are a relaxed, dynamic, and youthful pair. The blue color further suggests that they are calm, wise, and visionary in facing global challenges.



**Figure 4.** Presidential Candidate Number 02, Prabowo Subianto, accompanied by Gibran Rakabuming, wearing a blue shirt during the 3rd debate.

### Sign Related to Verbal Communication

- **Sign:** The phrase "omon-omon ya tak bisa"
- **Object:** The term "omon-omon" is a playful variation of "omong kosong" (nonsense).
- **Interpretant:** This phrase conveys that Prabowo views leadership not as mere talk or nonsense, but as requiring a substantial agenda to advance and improve the country.



**Figure 5.** Presidential Candidate Number 02, Prabowo Subianto, during the 3rd debate, delivering the phrase "omon-omon."

### Sign Related to Nonverbal Communication

- **Sign:** Prabowo Subianto's serious facial expressions, downward gaze, and upright posture.

- **Object:** These nonverbal cues reflect seriousness and focus on the discussed issues, such as defense and geopolitics, which require deep attention and serious analysis.
- **Interpretant:** Prabowo's serious demeanor reinforces his image as a decisive and reliable leader, maintaining focus and not easily distracted by trivial matters. This strengthens the perception of him as a strong candidate, given his experience as Indonesia's Minister of Defense and Security.



**Figure 6.** Movements or expressions of Presidential Candidate Number 02, Prabowo Subianto, during the 3rd debate.

### Sign Related to Clothing/Fashion

- **Sign:** Ganjar Pranowo wears a white shirt paired with an army green bomber jacket, with patches representing the Ganjar-Mahfud program.
- **Object:** The white shirt with a red tie and the army green bomber jacket with patches represent a blend of professionalism and identity.
- **Interpretant:** This outfit signifies that Ganjar-Mahfud are a brave, innovative, and creative pair offering new solutions for Indonesia. The patches on the bomber jacket also suggest strong leadership qualities, professionalism, and clear, measurable goals.



**Figure 7.** Presidential Candidate Number 03, Ganjar Pranowo, accompanied by Mahfud MD, wearing a white shirt paired with an army green bomber jacket adorned with various patches during the 3rd debate.

### Sign Related to Verbal Communication

- **Sign:** The phrase "We Are Groot"

- **Object:** This phrase is a well-known line from the movie *Guardians of the Galaxy*, spoken by Groot when sacrificing himself to protect his team.
- **Interpretant:** Ganjar Pranowo uses this phrase to indicate his readiness to sacrifice for the beloved Indonesia in facing various challenges.



**Figure 8.** Presidential Candidate Number 03, Ganjar Pranowo, during the 3rd debate, delivering the closing phrase “We are Groot.”

### Sign Related to Nonverbal Communication

- **Sign:** Ganjar Pranowo frequently opens his eyes wide, raises his eyebrows, nods while speaking, and ends with a smile.
- **Object:** These gestures signify agreement or reinforcement of what is being said, indicating openness and creating a reassuring impression.
- **Interpretant:** Ganjar’s nonverbal communication aims to present himself as approachable, friendly, and confident, fostering trust and a positive emotional connection with the audience.



**Figure 9.** Movements and expressions of Presidential Candidate Number 03, Ganjar Pranowo, during the 3rd debate.



## Verbal and Nonverbal Analysis of Charles Sanders Peirce's Semiotics for Vice Presidential Candidates in the 4th Debate of the 2024 Election

### Sign in Clothing/Fashion

The sign in this case is the white shirt worn by Vice Presidential Candidate Muhaimin Iskandar during the 3rd debate. The object is the white shirt, which is often associated with purity, honesty, transparency, and neutrality. Wearing a white shirt during the debate can symbolize these values. The interpretant is that Muhaimin Iskandar aims to present himself as a common person, avoiding any excessive display of luxury. It also signifies a commitment to equality and fairness in policy-making.



**Figure 10.** depicts Vice Presidential Candidate 01 Muhaimin Iskandar during the fourth debate, wearing a white shirt.

### Sign in Verbal Expressions

The sign here is the phrase "ecological repentance" spoken by Vice Presidential Candidate Muhaimin Iskandar. The object is the term "ecological repentance," a blend of moral and religious messages concerning environmental conditions, indicating the urgency for real action in environmental preservation. The interpretant is that Muhaimin Iskandar demonstrates a wise attitude towards environmental issues, emphasizing that ecological repentance must start from ethical aspects. He calls for adherence to rules, avoidance of reckless behavior, and upholding environmental and developmental ethics as a first step in ecological repentance.



**Figure 11.** shows Vice Presidential Candidate 01 Muhaimin Iskandar during the fourth debate, delivering the phrase “Tobat Ekologis.”

### Sign in Nonverbal Communication

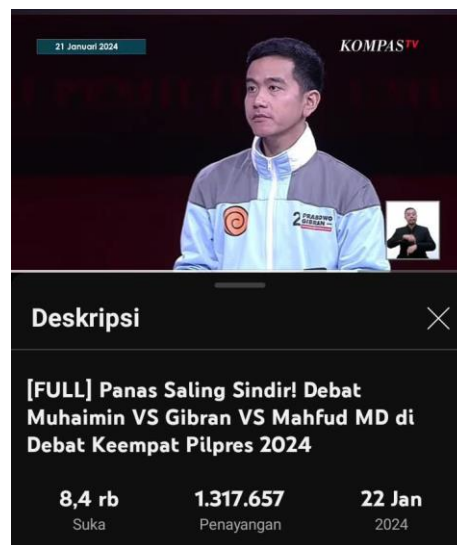
The sign here is Muhaimin Iskandar raising both hands and smiling while speaking during the debate. The object signifies an open, friendly, and reassuring attitude, aimed at building interaction with the audience and opponents. The interpretant is that Muhaimin Iskandar wishes to show openness, enthusiasm, and the ability to ease tension during intense debate situations. This communication strategy helps build a positive image among voters, reinforcing the perception of Muhaimin as a friendly, trustworthy, and optimistic candidate.



**Figure 12.** Depicts Vice Presidential Candidate 01 Muhaimin Iskandar's Movements And Expressions During The Fourth Debate.

### Sign in Clothing/Fashion

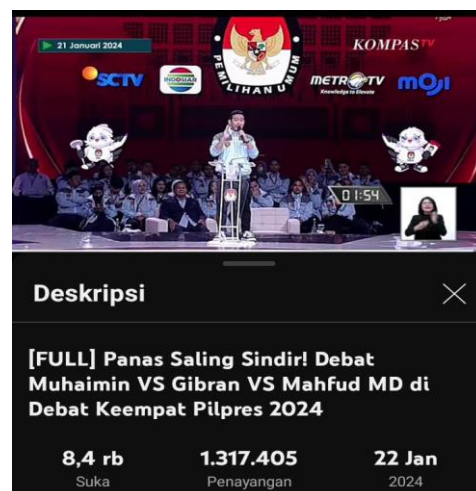
The sign is Gibran Rakabuming wearing a bright blue jacket with anime logos and patches, along with the candidate number and name "Prabowo - Gibran." The object is the jacket, which symbolizes campaign identity, modernity, and dynamism. Gibran's attire also attracts attention and conveys a contemporary message. The interpretant is that the bright-colored, modern jacket indicates that Gibran and his campaign team aim to project a modern, dynamic, and forward-looking image, appealing to young voters or those seeking change and innovation.



**Figure 13.** shows Vice Presidential Candidate 02 Gibran Rakabuming Raka wearing a bright blue jacket with various attributes during the fourth debate.

### Sign in Verbal Expressions

The sign is the phrase "With downstream processing, we will escape the middle-income trap." The object refers to the concept of downstream processing and the middle-income trap, suggesting that increasing value-added production through further processing can improve income and address stagnation at the middle-income level. The interpretant is that Gibran Rakabuming Raka seeks to convey to the public that downstream processing is a realistic solution expected to enhance economic competitiveness and sustainable growth.



**Figure 14.** Depicts Vice Presidential Candidate 02 Gibran Rakabuming Raka Repeatedly Using The Term "Hilirisasi" Twelve Times Throughout The Fourth Debate.

### Sign in Nonverbal Communication

The sign is Gibran Rakabuming Raka bending down and looking around during the debate, seemingly searching for answers from his debate partner, Prof. Mahfud MD. The object is Gibran's gimmick of looking around, which indicates he is seeking an answer to a question he has not yet found. The image shows Gibran's body language as if he is searching for something, though he does not actually find an answer.



**Figure 15.** shows Vice Presidential Candidate 02 Gibran Rakabuming Raka's gestures and expressions during the fourth debate session.

### Sign in Clothing/Fashion

The sign is Ganjar Pranowo wearing an army-green shirt with military-like emblems and attributes. The object is the semi-military green shirt, often associated with strength, authority, and discipline, with colors and attributes conveying nationalism and patriotism. The interpretant is that Ganjar-Mahfud conveys authority, strength, and patriotism, enhancing perceptions of credibility and commitment to national security and stability, while also being creative and in tune with contemporary trends.



**Figure 16.** shows Vice Presidential Candidate 03 Mohammad Mahfud Mahmodin wearing an army-colored shirt with the attributes of candidate pair 03 during the fourth debate session.

### Sign in Verbal Expressions

The sign is the phrase “Just be real, we’re at a loss.” The object indexes the term “food estate,” which is considered a failed and environmentally damaging project. Food estate was a major project aimed at increasing food production through large-scale land clearing, but it is seen as unsuccessful and environmentally harmful. The interpretant of the phrase “Just be real, we’re at a loss” shows a critical stance from a candidate, expressing disappointment and urging the public to consider carefully any similar policies or decisions in the future.



**Figure 17.** Depicts Vice Presidential Candidate 03 Mahfud MD Delivering A Viral Phrase During The Fourth Debate Session



### Sign in Nonverbal Communication

The sign is Vice Presidential Candidate Mahfud MD holding the microphone with his right hand, looking upward with his head slightly tilted, as if thinking or searching for something. The object is Mahfud MD's body language indicating contemplation or seeking an answer. The image shows that Mahfud MD's body language may not align with the actual meaning, as he appears to be thinking and searching for answers, but he might not respond due to perceiving the question as lacking substance.



Figure 18. shows Vice Presidential Candidate 03 Mahfud MD reacting to a debate challenge from Candidate 02 during the fourth debate session.

### Analysis of Verbal and Nonverbal Signs in Political Communication of Presidential and Vice-Presidential Candidates

Based on the research conducted, three types of verbal and nonverbal signs were identified as forms of political communication used by the three pairs of Presidential and Vice-Presidential candidates: Anies Rasyid Baswedan and Muhaimin Iskandar (pair 1), Prabowo Subianto and Gibran Rakabuming Raka (pair 2), and Ganjar Pranowo and Mohammad Mahfud MD (pair 3). These signs include clothing, spoken words, and physical gestures.

After identifying the signs for analysis, they were classified into three components based on Charles Sanders Peirce's semiotic theory: 1) Sign, 2) Object, and 3) Interpretant. According to Peirce's classification, signs can be categorized into three types: qualisign, sinsign, and legisign. A **qualisign** refers to a quality or characteristic present within the sign itself, a **sinsign** is the actual existence of the object or event represented by the sign, and a **legisign** is a sign that embodies a general norm or rule (Dadan Suherdiana et al., 2008).

Furthermore, Peirce's theory divides objects into three categories: **icon**, **index**, and **symbol**. An **icon** refers to a sign that represents an object by showing specific characteristics of that object. An **index** signifies a sign that is directly related to the cause-and-effect relationship of its object, where the process can be predicted. A

**symbol**, on the other hand, refers to an object based on general agreement or convention. Lastly, the **interpretant** is divided into three categories: **rheme**, which allows for various possible interpretations; **disen**, which indicates the existence or presence of something; and **argument**, which provides direct reasoning or explanation about the meaning of the sign.

### **Analysis of Clothing as a Political Sign**

Clothing in political communication serves not only as physical protection but also as a symbol conveying specific messages to the public. Charles Sanders Peirce categorizes signs into icons, indices, and symbols. Political clothing often acts as a **symbol** that represents certain values or ideologies. Through their attire, individuals can express their social identity. Misbahuddin highlights that clothing functions as a medium for communicating class, status, and gender (Misbahuddin & Sholihah, 2018). Tim Edensor, in his book *National Identity, Popular Culture and Everyday Life* (2019), explains that clothing carries deep symbolic meanings and can implicitly convey political messages, such as using specific colors or traditional styles to indicate closeness with the people (Khaerul Umam Noer, 2021). The analysis of the sign shows that Presidential Candidate Number 1, Anies Baswedan, wears a formal black suit and white shirt. This attire symbolizes professionalism. Similarly, his Vice-Presidential candidate, Muhaimin Iskandar, as depicted in appears in a formal white shirt during the fourth debate. The formal appearance can be interpreted as a political symbol indicating that the Anies-Muhaimin pair is serious, professional, and experienced in governance. Shows Presidential Candidate Number 2, Prabowo Subianto, wearing a bright blue formal shirt. His Vice-Presidential candidate, Gibran Rakabuming Raka, in sports a bright blue jacket adorned with an anime logo and "Prabowo-Gibran" text. This attire can be interpreted as conveying a political message that Prabowo-Gibran is a relaxed, dynamic, and youthful pair. The blue color also signifies a calm, wise, and visionary approach to global challenges. Depicts Presidential Candidate Number 3, Ganjar Pranowo, wearing an army-green bomber jacket with attributes of his ticket, Paslon 03. Similarly, his Vice-Presidential candidate, Mohammad Mahfud MD, in dons an army-green shirt with Paslon 03 attributes. This clothing can be interpreted as a political sign indicating that Ganjar-Mahfud are bold, innovative, and creative in proposing new solutions for Indonesia.

### **Analysis of Spoken Words as Political Signs**

In political communication, the words spoken by politicians play a crucial role in shaping public perception. According to Charles Sanders Peirce, words are symbols that require interpretation based on social conventions. Ruth Wodak, in her book *The Politics of Fear: What Right-Wing Populist Discourses Mean* (2018), emphasizes the importance of rhetoric and word choice in political communication. Wodak explains how specific words can evoke emotions, embed ideologies, and influence public understanding of issues. Politicians choose their words carefully to frame issues in a favorable light and shape how these issues are perceived and discussed by the public (Moh, Zainal Abidin,

n.d., 2022). Depicts Anies Baswedan delivering a closing statement with the phrase "Indonesia absense no more, respected forever." This statement carries a message of invitation and awareness, aiming to inspire a sense of national pride and respect. Similarly, Muhaimin Iskandar's use of the term "Tobat Ekologis" during the debate conveys a message of ecological repentance. This language suggests that the communication from the Anies-Muhaimin ticket is characterized by wise and firm diction that calls for public awareness and action. Shows Prabowo Subianto using the term "omon-omon," which, according to various sources, is a play on the phrase "omong kosong" (empty talk) and implies excessive, trivial talking without urgency. Prabowo uses this term to criticize leaders who merely talk without having concrete plans or actions. Additionally, features Gibran Rakabuming Raka repeatedly emphasizing "hilirisasi" (downstream processing) with the statement, "Dengan hilirisasi kita akan keluar dari middle-income trap" (With downstream processing, we will escape the middle-income trap). This communication suggests that the Prabowo-Gibran ticket is known for delivering straightforward, creative, and open messages that resonate with the broader public and raise awareness. Illustrates Ganjar Pranowo saying "We are groot" during the debate's closing statement. This phrase, borrowed from the popular film *\*Guardians of the Galaxy\**, is meant to symbolize strength and self-sacrifice for the greater good. Furthermore, shows Mahfud MD using the phrase "yang bener aja, rugi dong kita" (just be honest, we're at a loss) to express disappointment with the food estate program. This critique reflects a call for caution and accountability in program development. The communication from the Ganjar-Mahfud ticket conveys a commitment to sacrifice, responsibility, decisiveness, and careful consideration in governance matters.

### **Analysis of Physical Movements as Political Signs**

Physical movements or body language play a significant role in political communication. According to Charles Sanders Peirce, physical gestures can act as indices that reveal a person's emotional state or attitude. Albert Mehrabian (2018), in his book *\*Nonverbal Communication\** (pp. 33-36), highlights that nonverbal communication, such as hand movements, facial expressions, and body posture, can convey more information than words alone. Mehrabian's research suggests that in political communication, body language can significantly impact voter perceptions of a politician's trustworthiness and charisma (Julie Ann Real et al., 2021). David Givens (2019) in *\*Nonverbal Communication in Human Interaction\** (pp. 58-62), states that physical movements in political communication can reinforce verbal messages, demonstrate sincerity, and build rapport with the audience. Givens identifies specific gestures that can indicate dominance, confidence, or vulnerability (M Syahreza, n.d., 2022). Depicts Anies Baswedan during the debate, frequently raising his hands, looking forward with a smile. Similarly, shows Muhaimin Iskandar raising both hands and smiling while speaking. This analysis suggests that the communication style of the Anies-Muhaimin ticket is interactive, authoritative, assertive, and calm. Illustrates Prabowo Subianto with a serious expression, often looking down, and maintaining a firm posture. This body language indicates seriousness and

aligns with the characteristics of a leader who aims to present a strong and undistracted image. On the other hand, shows Gibran Rakabuming Raka engaging in a gimmick-like gesture, looking around as if searching for an answer from his debate opponent. This analysis suggests that the Prabowo-Gibran ticket's communication style is characterized by a mix of seriousness, consistency, and a relaxed yet firm approach. Ddepicts Ganjar Pranowo frequently widening his eyes, raising his eyebrows, and nodding while speaking, concluding with a smile. Additionally, shows Mahfud MD holding a microphone with his right hand, eyes looking upwards, and head slightly tilted as if contemplating or searching for an answer. This analysis reveals that the Ganjar-Mahfud ticket communicates in a friendly, open, and enthusiastic manner, effectively gaining sympathy and support from the audience. Their body language and expressions indicate deep thoughtfulness and careful consideration in their responses.

## Conclusion

Based on the research conducted, the analysis of verbal and nonverbal communication related to the political messaging of the presidential and vice-presidential candidates—Anies Rasyid Baswedan and Muhaimin Iskandar (Pair 1), Prabowo Subianto and Gibran Rakabuming Raka (Pair 2), and Ganjar Pranowo and Mohammad Mahfud Mahmodin (Pair 3)—reveals distinct strategies in their public presentations. The analysis identifies three key types of signs: clothing, spoken words, and physical gestures. According to Charles Sanders Peirce's semiotic theory, these signs are categorized into qualisign, sinsign, and legisign, and analyzed through the concepts of Sign, Object, and Interpretant.

For Pair 1, Anies Rasyid Baswedan and Muhaimin Iskandar, their communication is characterized by a serious, professional, and wise image. They use formal attire and wise words to convey their commitment and competence, supported by interactive gestures that emphasize their approachability and engagement with the audience. This presentation strategy is designed to establish their credibility and experience in governance.

In contrast, Pair 2, Prabowo Subianto and Gibran Rakabuming Raka, project a more relaxed and dynamic image. Their choice of casual clothing, straightforward language, and serious yet relaxed gestures create a sense of approachability and modernity. Their

style reflects a balance between seriousness and ease, aiming to resonate with a broad audience while maintaining a sense of professionalism.

Pair 3, consisting of Ganjar Pranowo and Mohammad Mahfud Mahmodin, focus on presenting themselves as bold, creative, and thoughtful. They use attire that symbolizes bravery and creativity, and employ phrases that highlight sacrifice and constructive criticism. Their gestures are friendly and reflective, aiming to build a positive rapport with the audience and convey a deep level of consideration in their responses.

Each pair of candidates utilizes a tailored communication strategy that aligns with their desired public image, whether through their choice of clothing, the content of their speeches, or their physical expressions.

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