SEMANTIC ANALYSIS OF 2019 POLITICAL JARGON IN PRESIDENT AND VICE PRESIDENT ELECTION IN INDONESIA

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Abstract

This research aimed to know the semantic meaning of the 2019 political jargon presidential and vice presidential election. Nowadays both of candidate use the jargon to convey the political program especially to make an opinion in society. Based on the data analysis, it was found out political jargon a both of candidates use connotative and social meaning to influence the public, language rhetoric is very inherent in "Adil makmur" jargon is more explore propaganda that uses poverty sentiment with comparing between rich and poor. Whereas in the political jargon that uses Mr. Joko Widodo and K.H. Mahruf Amin "Bersih, Merakyat, Kerja Nyata" is more offer the program that has been done, and they try to persuade society to support their program that package in the jargon, this jargon use connotative meaning that tries to show the success of government program.

Keyword: *semantic, political jargon*

Abstrak

Penelitian ini bertujuan untuk mengetahui makna semantik dalam jargon politik di pemilihan presiden dan wakil presiden tahun 2019. Saat ini kedua kandidat menggunakan jargon untuk menyampaikan program politik terutama untuk membuat opini di masyarakat. Berdasarkan analisis data ditemukan adanya jargon politik dari kedua kandidat yang menggunakan makna konotatif dan makna sosial untuk mempengaruhi publik, dimana penggunaan retorika bahasa sangat melekat pada jargon "Adil makmur" yang lebih banyak mengeksplorasi propaganda yan menggunakan sentimen kemiskinan dengan membandingkan antara kaya dan miskin. Sedangkan dalam jargon politik yang digunakan Bapak Joko Widodo dan K.H. Mahruf Amin "Bersih, Merakyat, Kerja Nyata" lebih menawarkan program yang telah dilakukan yang mengadung makna konotatif dengan harapan masyarakat dapat mendukung program yang dikemas dalam jargon tersebut, selain itu juga makna konotatif tersebut berfungsi untuk menunjukkan keberhasilan program pemerintah.

Kata Kunci: *semantik, jargon politik*

A. Introduction

Language is one of the communication tools that used by humans in their daily activities, and also Language used to convey some ideas. Estimates of the language numbers in the world it's about 6,000-7,000 languages. However, it depends on an arbitrary change that might occur between language and dialect. Natural language is speech or sign language, but each language can be encoded into a second medium using audio, visual, or tactile stimuli, for example, graphic writing, braille, or whistling. Because the human language is independent of modality. All languages depend on the process of semiotic to connect signals with certain meanings.

According to Keraf in Smarapradhipa (2005:1) said that there are two language understanding, at the first notion of language as stated means of communication between members of the public. Second, language as a communication system with uses symbols vocal. Another case in Setiawan according to Owen (2006:1) says that language can also be concluded as social communication in society, which has been regulated from the combination of social symbols or in other words language is a conventional concept in using social symbols Depend on the explanation above, we can conclude Language has a very important role to make a good communication and it also can be used to influence the other people or human thinking through language packaging is ruled before to deliver some message.

Semantics is a branch of linguistics that focuses on the study of meaning in language. Palmer (Pateda, 2001: 96) explains semantic is the study, depend on the use of meaning of the word, such as : cognitive meaning, ideational meaning, denotation meaning, and proposition meaning, while Shipley (Pateda 2001: 96) Recognizes meaning has several types such as emotive meaning, cognitive meaning, descriptive meaning, referential meaning and pictorial meaning, dictionary meaning, side meaning, and core meaning.

Because language always uses as a political propaganda to make an opinion in the public, the writer tries to make a result about a semantic analyze in 2019 political jargon of president and vice presidential election.

The characteristics of the language which becomes an indicator of the nature of language are in the general linguistics. According In the study of sociolinguistics, language also has characteristics as a social interaction tool and as a means of identifying themselves. According to Gravin and Matiot (1956: 785-787) Said that language also has socio-political functions that namely unifying functions, separator functions, self-esteem functions, terms of reference. Language is unlimited laboratories that can bring all message in the human understanding, it cause mastery of language can easier to understand the form of human thinking, the use of language is not only to influence the people but also can control the people's thinking, in the use of language, has changed form mind into code and also conversely. The speech is a synthesis of the process to change the concept into a code while understanding the message is the result of code analysis. According Orwell explains in his novel (1984: 331) The purpose of newspeak (controlling the mind) is not just as a medium of expression of the worldview and thinking habits, but also makes other mindsets paralyzed.

The important roles of language also can be seen in the politic competition that used some candidate, for example, Regent, Governor, Senator and also President. Absolutely in the electoral system language is needed to deliver some message so that influence to the society. So that in this research the writer tries to analyze the role language in politic especially in campaign jargon of candidate president and vice president in the 2019 election. Because language can be used to achieve political goals. Politicians must find ways to influence society through use aspects of rhetoric (the art of speech) from language to achieve that goal.

In the 2016 American presidential election, one of the presidential candidates had campaign jargon that was used as a tool to provide a transformation of ideas to the public. In order society can be mobilized to elect each candidate to win the election, at the time Mr. Donald trumps as one of candidate of American president created jargon campaign in the 2016 American Presidential election by using "Make American great again" the jargon can influence society to elect him as a president, because it is a propaganda that was created to build opinions for the public to restore glory. Although some political observer criticized it is racist jargons because it has offended the other racial groups in America, in the language contexts "make America great again" is successful to manage the words and language to influence the public. The problem is showed that language has the power to influence human thinking especially to persuade the public to follow our program or wishes with use semantic approach in the jargon "make America great again".

According to Some explanation of the correlation language and politic, it found the role of language is very important especially to influence the public through campaign jargons, therefore the writer tries to analyze campaign jargon in 2019 Presidential election in Indramayu, the writer will control of this research, in several problems, such as :

1. Analyze the meaning of political jargon in 2019 Presidential and vice president election?
2. Identify the function of Political jargon in 2019 Presidential and Vice President Election?

This research is expected to provide two benefits, both theoretically and practically. Theoretically, this research can give contribute to the semantic scientific knowledge, especially to analyze meaning political jargon of 2019 president and vice presidential election. In practical terms, this research is expected to understand the meaning of this jargon by using semantic analysis and also to provide input on the use of jargon in the political sphere, political campaign strategies and discourse for the community to be more selective in the products of political campaigns.

B. Method

The research design used in this study is a qualitative research design, which is an effort to plan and determine all the possibilities and equipment needed in a qualitative study (Lincoln & Guba, 1985). The qualitative research data collected were analyzed inductively (Lincoln & Guba, 1985). That is, specific things found during the study, grouped together, then made abstractions (Bogdan & Biklen, 1990). In addition, the method is used to facilitate the description of the data. In addition, this research is more focused on analyzing the meaning of political jargon which includes the use of words, phrase and the core of the meaning that is conveyed in the jargon, such as Conceptual Meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collective meaning, and thematic meaning.

C. Results and Discussion

According to Luriawati (2006;5), language as jargon consists of two aspects as like form and meaning, form component of jargon are including sounds, written and structure, in semantic aspects jargon include lexical meaning and grammatical. Besides that also in social and cultural contexts, jargon can be analyzed from ethnic linguistics by use a sociocultural approach. In the macro linguistic approach, language is used in various studies, both religious, economic, social, cultural, and political. In this context, jargon can be used in various fields such as economic, social, cultural, political, and others. Jargon is used by certain professional groups, youth communities, and environments that use certain language codes in private. In the political perspective, the use of jargon will be closely related to the system and strategy of gaining power, because politics is a legitimate way to achieve legality of power. Griffiths (2006: 1) says that Semantics is the study of the "toolkit" for meaning: knowledge encoded in the vocabulary of the language and in its patterns for building more elaborate meanings, up to the level of sentence meaning, as we know in political jargon in our country use semantic approach to influence the public.

Based on this explanation above we can conclude language is has an important role in politic, especially to influence the public in order to be the winner in the election process, as we know the political system in our country uses electoral demarcation who become society as a determinant. In 2019 presidential and vice presidential election in Indonesia has a difference of Political dynamic which begins propaganda to create public sentiment in society such as #2019 change presidential movement, actually, the method aims to influence the public in order opposition groups will be the winner in 2019 election. And now The General commission elections has determined two presidential and vice presidential candidates, they are Mr. Jokowi dodo - K.H Mahruf Amin and Mr. Prabowo Subinato - Sandiaga Uno. Exactly every team of candidates created the campaign jargon that used as market strategy politic to influence the public. As for the jargon of the campaign from the two candidates, among others. So that the writer tries to analyze of meaning political jargon in 2019 president and vice president election.

Picture 1: Jokowi – Ma'ruf   **Picture 2:** Probowo – Sandi

1. **Picture 1**

   Mr. Ir. H. Jokowi dodo and K.H Mahruf Amien are incumbent candidate of president and vice president in 2019 election who are supported several political parties as like: PDIP, PKB, Nasdem, PKPI, PSI, Hanura and also PPP, in 2014 election Mr. Ir H. Jokowi dodo with Mr. Jusuf Kalla choose " Indonesia Hebat" as a campaign jargon that as representative of nawacita program. In 2019 election of presidential and vice presidential in Indonesia, Mr. Jokowi dodo and K.H Mahruf Amien have created the campaign jargon "Bersih. Merakyat dan Kerja nyata" which is a continuation of Nawa cita program. In the semantic analyze the jargon of "Bersih merakyat dan Kerja nyata" is a connotative meaning whereas it explains the clean government who care to the society by doing real work. The writer tries to analyze each word. a) Bersih (clean), the meaning of this word is free from dirt, sincere. The word has extensive meaning in political perspectives that describe clean government who anti-corruption. b) Merakyat (populist), the meaning of the word describes the Policy in Jokowi dodo government is care to all society, besides that is showed closeness Mr. Jokowi dodo with all social and also every program has been doing as like : social ministry that has priority program for hope family poorness c) Kerja Nyata (Real Work), the word explains that the Jokowi dodo government had been worked to develop our country, this was proven by the ministers in the work cabinet who were required to have work targets. In other words, the meaning of the word was not to sell promises. Besides that, the jargon aims to show the success of the government program.

2. **Picture 2**

   Mr. Prabowo Subianto and Sandiaga Uno in the 2019 Indonesian president and Vice President election take the campaign jargon is Adil - Makmur (justice – Affluent), Adil (justice)/fairness this meaning of this word describes that Mr. Prabowo and Sandiaga Uno will guarantee of justice, in other words, the meaning of justice in this jargon is reducing the gap between rich and poor. Makmur (affluent)/ Wealth, In the Cambridge dictionary, explains that Affluent is a society in which the material benefits of prosperity are widely available, in the other word Mr. Prabowo will create an affluent by making a lot of jobs. Depend on analyzing above, we can conclude the jargon is used connotative meaning and social meaning, it can be shown with use

rich and poor sentiment as a political propaganda, while the aim of this jargon to inform the problems in our government in order that influence the public.

D. Conclusion

Language has an important role in political atmosphere especially in election jargon, actually language use to persuade the reader/society in order believe and choose the program that describes before, beside from that in the political approach language use to make propaganda effectively to influence public or to make an opinion. Depend on the results of the analysis and discussion show that political jargon in 2019 presidential and vice president election each candidate has propaganda factors, a both of candidates use connotative meaning to make an approach with the society. In the first semantic analyze in the political jargon Mr. Jokowi dodo and K.H. Mahruf Amin "Bersih, Merakyat dan Kerja Nyata that persuade the society to work together with government to improve our country in order to be developed country which free of corruption. This jargon uses a connotative meaning that aim shows the successful government program.

The second semantic analyze of Adil makmur jargon that is used Mr. Parabowo subianto and Sandiaga Uno to communicate with the society, wherein the jargon use connotative meaning to approach convince the public, actually this jargon will guarantee of justice, in other words, the meaning of justice in this jargon is reducing the gap between rich and poor, to create an affluent by making a lot of jobs. Finally, we can conclude this analysis that the political jargon of President and vice president 2019 election. This jargon has to mean connotative and social meaning to aim to make a propaganda in the society by using rich and poor sentiment, this method uses the to communicate the public.

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