

**SEMIOTICAL COMMUNICATION INTERPRETATION ON PRABOWO  
AND JOKOWI UTTERANCES IN THE PRESIDENTIAL  
CANDIDATE DEBATE 2019**

**SKRIPSI**

*Submitted in Partial Fulfillment of the Requirement  
for the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

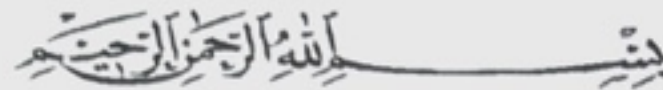
**By :**  
**SYASIA AYU WANDARI**  
**1502050041**



**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA  
MEDAN  
2019**

### BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1  
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Sabtu, Tanggal 05 Oktober 2019, pada pukul 08.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate

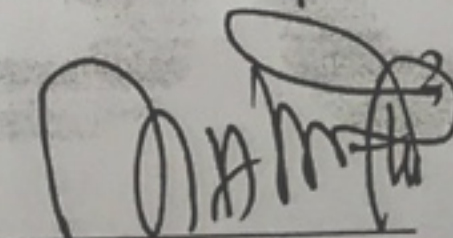
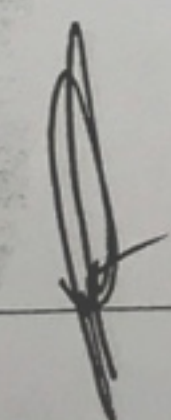
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Ketua  Sekretaris   
**Dr. H. Elfrianto Nasution, S.Pd., M.Pd.** **PANITIA PELAKSANA** **Dra. Hj. Syamsuyurnita, M.Pd.**  


#### ANGGOTA PENGUJI:

1. Dra. Diani Syahputri, M.Hum
2. Pirman Ginting, S.Pd., M.Hum.
3. Mandra Saragih, S.Pd., M.Hum.

1.   
2.   
3. 



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**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019

sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Pembimbing

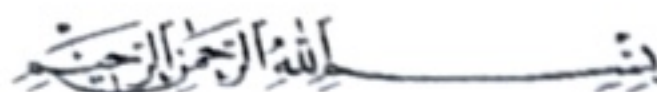
**Mandra Saragih, S.Pd., M.Hum.**

Diketahui oleh:

Dekan  
  
**Dr. H. Elfrianto Nasution, S.Pd, M.Pd**

Ketua Program Studi

**Mandra Saragih, S.Pd., M.Hum.**



**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
 Fakultas : Keguruan dan Ilmu Pendidikan  
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
 Nama Lengkap : Syasia Ayu Wandari  
 N.P.M : 1502050041  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
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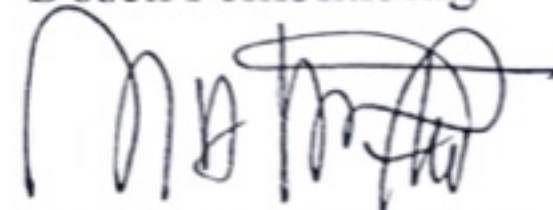
Medan, 26 September 2019

Diketahui oleh:  
Ketua Prodi



(Mandra Saragih, S.Pd., M.Hum.)

Dosen Pembimbing



(Mandra Saragih, S.Pd., M.Hum.)

# SURAT PERNYATAAN



Saya yang bertandatangan dibawah ini :

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
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Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 15 Juli 2019  
Hormat saya  
Yang membuat pernyataan,



Syasia Ayu Wandari

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

## **Abstract**

**Wandari, Syasia Ayu. 1402050041. “Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019”. Skripsi, English Education Program of the Faculty of the Teacher Training and Education, University of Muhammadiyah North Sumatera, Medan. 2019.**

This study aims to describe the semiotical communication terms (sign) that was taken from Prabowo and Jokowi based on Saussure’s concept and how semiotical communication can be realized in the presidential candidate debate. This research used descriptive qualitative method. This technique was carried out in analyzing data by Miles and Huberman with the steps were data reduction, data display, and drawing conclusion. The sources of data were obtained from the video which has been published on youtube. The findings of this research showed there were 14 semiotical communication sign that included two types of Saussure’s concept (signifier and signified) in the presidential candidate debate which had their meanings and semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects, included: emotions category, appreciation of opponents, gesture, and rhetoric category.

**Keywords:** *Semiotic analysis, communication, presidential candidate debate 2019*

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This research intended to fulfill one of requirements in accomplishing S-1 degree at English Department of Faculty Teacher Training and Education Muhammadiyah University of North Sumatera. Furthermore in finishing the research entitle “*Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019*”, the researcher faced a lot of difficulties and problems and without much help from the following people, it was impossible for her to finish it.

In this occasion, the researcher would like to thank to:

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The researcher realized that her study was still far from being perfect. So, the researcher expected suggestion and comments from all of readers or other researcher who want to learn about this study. May Allah SWT the most almight always bless all of us.



Medan, September 2019

The Researcher

**Syasia Ayu Wandari**  
**NPM: 1502050041**

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Language plays a significant role in communication in which it widely realized by the people in various context such as in speech context, debate context and etc. The use of language was commonly depended on the situations our social context, where it was used dominant determined by the context. In term communication was truely need language variations. There were various language variations in the use of language as a medium of interaction with audiences, certainly not everyone is proficient in using it. But the use of language that was good and easily understood by others will have an impact on communication that goes well too.

As a human who can not live without communication, of course, everyone will be communicate with each other to convey an idea, messages, and information to produce meaning. Communication will be produced a sign, because (Sobur, 2013) argues that signs are the basis of all communication. A sign could be also interpreted as a device used by humans in an effort to try to find a way in the world, in the midst of humans and together with humans. Signs created by humans could be distinguished into verbal and nonverbal. Verbal was the sign produced by the speech tool, while the nonverbal ones are signs that use gestures, sounds, signs made by humans.

Semiotics was the study which explain the study of meaning, also the study of sign process and meaningful of communication. In Saussurean tradition this study called semiology, but in Peirce was called was called semiotics which explain about sign which is nonverbal language. Semioticians classify sign or sign system is relation to the way are transmitted. This process of carrying meaning depends on the use of sign that may be the individual sounds or letters that humans use to form words, the body of movements they make to show attitude or emotion, or even something as general as the utterances they used.

To explain the relationship between semiotics and communication studies, communication was defined as the process of transferring data or meaning form a source to a receiver. There are several founder of semiotic approach Ferdinand de Saussure which contributions to the study of semiotics were mainly his famous didactic concepts, with which his line of thought reaches XXI century with value and critics: Language-speech, signifier-signified, syntagm-paradigm and the name of semiology, the discipline which Saussure helped to create.

The basic of semiotics were message and code, the only way message can be sent from one person to another person is using code. There were two process of code, encode and also decode. Encoding the process of changing thoughts or communication into messages. While decoding was the opposite of encoding, namely the process of reading the message and understanding the meaning. So to convey the arguments when the debate takes place, they must be understand encode, decode and also a message of each candidate convey. This is to make the

audiences did not have different perceptions about the implied meaning in the presidential candidate debate 2019.

It could be seen from the second debate when Jokowi ask Prabowo about infrastructure, the question is “what infrastructure that will you build to support the development of Indonesian unicorn?” but Prabowo asking back, it looks like he did not understand what unicorn means. Even though, there was a semiotic meaning of Prabowo and Jokowi utterances that not everyone knows. While to convey the argument we should know the message and code, but in the fact so many people did not understand the meaning and it will make arise multi-interpretation from the audiences because they do not know what the speaker intend to convey to the public.

Based on the phenomenon and theory that have been stated above, the researcher was really interested to investigate the intended meaning of symbols through utterances and also the relation of semiotic with communication in the Presidential Candidate Debate 2019. This research aims; seeks to unravel the meaning of Prabowo and Jokowi utterances with Ferdinand de Saussure theory. About this research is expected to give valuable knowledge of semiotic communication theory.

## **B. Identification of the Problem**

The problems of this research could be identified as follows:

1. The intended meaning of symbol through utterances by Prabowo and Jokowi in the Presidential Candidate Debate 2019.
2. The relation between semiotic and communication.

## **C. Scope and Limitation**

The scope of this study would be mainly focused on semiotic, and it would be limited on the study of “semiotical communication type on Prabowo and Jokowi utterances in the Presidential Candidate Debate based on Saussure’s concept (*signifier and signified*)”.

## **D. Formulation of the Problem**

The problem of the research were formulate as follows:

1. What semiotical communication type of Prabowo and Jokowi utterances in the presidential candidate debate 2019 based on Saussure’s concept?
2. How were semiotical communication type realized by Prabowo and Jokowi in the presidential candidate debate 2019?

## **E. Objective of the Study**

There were two objectives of the study, namely:

1. To investigate semiotical communication types were used by Prabowo and Jokowi in the presidential candidate debate 2019.

2. To investigate how were semiotical communication realized by Prabowo and Jokowi in the presidential candidate debate 2019.

#### **F. Significant of the Study**

Significant of the study that could be obtained from this research were:

##### **1. Theoritically**

The analysis of this research was expected to be able to give significance for the readers. The significance was to enrich sign which used by Prabowo and Jokowi and also hopes that this paper will give a contribution in Semiotic study. Especially in Diadic model sign by Ferdinand de Saussure.

##### **2. Practically**

The researcher hopes this analysis would be useful for the readers expect to give scientific understanding about semiotical communication who the student do not know or have not knowledge about it yet. For the lecture, as a contribution for them to enrich the number of studies about semiotical communication and also for the library, as a source of information for those who need the example of research especially in the field of semiotical communication.

## CHAPTER II

### THE REVIEW OF RELATED LITERATURE

#### A. Theoretical Framework

##### 1. Semiotic

In the linguistic and communication studies, surely it is certain that these two famous figures. Ferdinand de Saussure (1857-1913) are a linguist came from Switzerland and also Charles Sanders Peirce (1839-1914) the American Philosopher and they are called *the father of modern semiotics*. Semiotics as a study of sign is rooted from structuralism proposed by Ferdinand De Saussure as the father of modern Linguistics and the founder of semiotics which has given the inspiration to semiotic science. In the research of semiotics, Saussure gives the foundation system of language. Ferdinand De Saussure, quoted by Guiraud, defines semiotics as:

*“Language is a system of sign that express ideas, and is therefore comparable to writing, to the deaf mute alphabet, to symbolic rites, to codes of good manners, to military signal, etc. It is simply the most important of these systems. A science that studies the life of signs in society is therefore conceivable: it would be a part of general psychology: we shall call it semiology (from the Greek Semeion, sign). Semiology would teach us what sign are made and what laws govern their behaviour. Since that science does not exist, no one can say quite what it will be like, but it has a right to exist and it has a place staked out in advance. Linguistics is only a part of general science of semiology: the laws discovered by semiology will be applicable to Linguistics, and the latter will therefore find itself linked to a well-defined are within the totality of facts in the human science.”*

From explanation above, Saussure use the term of Semiology, then Peirce called Semiotics. Both of term is similar, now both of words are synonymous. According to Saussure, the production of meaning depends on the language,

because language is the system of sign, language is one of the instrument to communicate.

“According to Sobur (2009: 123) semiotic defined by Ferdinand de Saussure (1983) in course in general linguistic, as “the science review about signs” as part of the social life. In the other side according to Roland Barthes is the study of the form. This study examines the significance that separated from the content. Semiotic is not only researching on signifier and signified, but also relationship that bind them the sign a binding overall”.

If language is a means of communication, then signs as various forms of symbolic language are, indeed, communicative features, which According to Mahmud (2004 & 2013) constitute the extralinguistic elements of communication. According to her, non-verbal features of language process form part of what the receiver uses to interpret the message of the sender. Peirce further declares that “nothing is a sign unless it is interpreted as a sign”. Anything can be a sign as long as someone as interprets it as ‘signifying’ something-referring to or standing for something other than itself (Chandler, 2007). This means that the meaning of signs has to be learnt, and their values can change, depending on the context in which they are used or situated. As Wales (2001) observes, the fact that the values of signs can change overtime further indicates the arbitrariness in the relationship between the signifier or significant and the signified or signifie. Signs are codified symbols in form of materials, gesture, visuals and linguistic elements fused to form meaningful expressions of thought and ide through connectivity.

## 1.1 Semioticians and his Theory

### 1. Ferdinand de Saussure

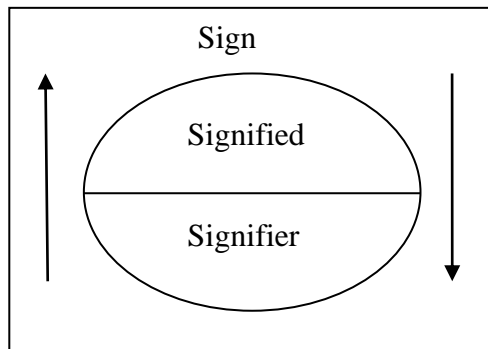
Ferdinand de Saussure, is well known as the father of modern linguistics and the founding father of structural linguistics in Europe. Saussure was born in Geneva in 1857, studied mainly in Germany, taught for a number of years in Paris, and then returned to the University of Geneva in 1881 and died there in 1913. His important work, not in his detailed explanation in linguistics, but in his general view of representation and the way his model of language shaped the semiotic approach to the problem of representation in a wide variety of cultural fields.

There are 3 concepts distinguished from Saussure according to his course in *General Linguistics* book as the fundamental concept of the structural semiotic approach, between *a) signified and signifier, b) langage, parole and langue c) synchronic and diachronic.*

- a. Saussure defined the linguistic sign as two-sided entity. One side of the sign was what he called the signifier. A signifier means the thoroughly material aspect of a sign. If one feels one's vocal when speaking, it is clear that they are made from vibrations (which are undoubtedly material in nature). Saussure describes the verbal signifier as a sound-image. Inseparably from the signifier in any sign, engendered by the signifier is what Saussure calls the signified as the mental concept. The word "dog" in English made up the signifier /d/, /o/, and /g/, what is engendered for the hearers is not the real dog but a mental concept of "dogness". These two inseparable sides of the signified



(mental concept) and the signifier (material aspect) are described as the following diagram:



(Figure 1. The Meaning types of Saussure's concept)

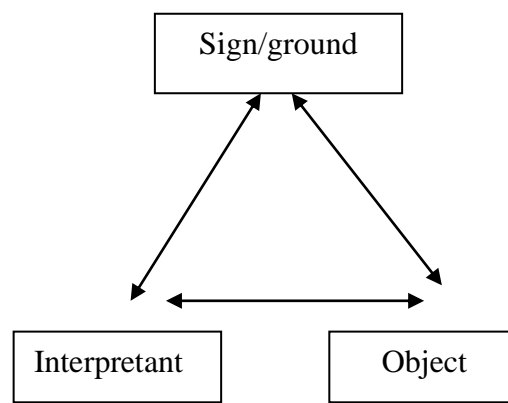
- b. The general phenomenon of language (in French, *langage*) is made up by two factor, between *parole* (individual acts of speech) and *langue* (a system of difference between sign).
- c. According to Saussure, the linguistic research must concern in *synchronic* aspect before *diachronic* aspect. Saussure describes this vital distinction as: "Synchronic linguistic will be concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. Diachronic linguistic, on the contrary will study relations that bind together successive terms not perceived by the collective mind but substituted for each other without forming system.

## 2. Charles Sander Pierce

Charles Sander Pierce is the founder of the philosophical doctrine as pragmatism, he defines a sign in the term of semiotic as "something which stands to somebody for something in some respect or capacity" in this term, Pierce determine the subject of the sign as the part that unspared from the process of

the signification. The triadic model of Pierce are (representament + object + interpretant = sign), show the important role of the *subject* in the language transformation. The sign according to Pierce is which stand in the process of the unlimited semiosis, or the process of the unlimited semiosis series, which creating the interpretant in the newest form.

The triangle model or the semiosis by Pierce:



(Figure 2. The Meaning concept from Pierce)

In the other name, a *sign* is a firmness which stand in such a genuine triadic relation to a seconds, called it *object*, as to be capable on determining the thirdness, called *representament*. From this triadic model, Pierce determines the sign classification. Ground or a sign itself classified into Qualisign (quality on sign), Signsign (actual event on sign) and Legisign (a role or norm or a habit on sign)

Based on it object, Pierce classified a sign into icon (the connection between sign and object because its similarities), index (the connection between sign and object its causalities and effect) and symbol (the connection between sign and object because the convention on the social agreement). On the interpretant, a sign classified on Rheme (a sign interpreted to represent based on the choices),

Dicisign(a sign interpreted to represent based on the fact), and the argument (a sign interpreted to represent on the reason on something else).

#### **a. Models of Semiotic**

According to Hoed (Sobur, 2006:15) there are two types of semioitic studies:

##### **a. Communication Semiotic**

Communication semiotics emphasizes the theory of sign production, one of them assumes six factors in communication, namely: sender, receiver code, message, communication channel and reference.

##### **b. Significance Semiotic**

Significance semiotics emphasize sign theory and its understanding in a particular context. In the second type, there is no question about the purpose of communicating, on the contrary, the priority is in terms of understanding a sign so that the process of cognition in the recipient of the sign is more concerned than the communication process.

#### **b. Components of Semiotic**

According to (Danesi, 2004) the basic components of semiotics consist of: messages, signs and meanings.

##### **a. Messages**

In contemporary semiotic theory, such “larger Xs” are called texts, rather than simply signs; and the meanings, or “larger YS” that they encode are called messages. The term text embraces such things as conversations, letters, speeches,

poems, myths, novels, television programs, paintings, scientific theories, musical compositions, and so on

b. Signs

A sign is anything—a color, a gesture, a wink, an object, a mathematical equation, etc.—that stands for something other than itself. The word red, as we saw, qualifies as a sign because it does not stand for the sounds r-e-d that comprise it, but rather for a certain kind of color and other things.

c. Code

The signs that we use to make messages are not randomly chosen structures. When we enter into a conversation, for example, we will be able to encode and decode messages only if we know the language used. Language is a system that provides the structures and specifies the relations that these bear to each other for the purpose of making messages. But messages can also be made with music, painting, and other kinds of nonverbal systems. The term used in semiotics to refer to all such systems is code. Language, dress, music, and gesture are examples of codes. These can be defined as systems of signs (verbal, visual, gestural, etc.)

**c. The Study of Sign**

There are some definitions of signs according to any experts, namely:

- a. According to (Sobur, 2013:15) signs are all the basis of all communication, humans with intermediaries can communicate with each other.
- b. According to (Nurgiyantoro, 2000:40) what is called a sign is everything that represents something else, can be experiences, thoughts, ideas and others. That

sign can be the form of limb movements, eye movements, writing forms, colors, flags, shapes, and pieces of houses, clothes, works of art: literature, painting, sculpture, film, dance, music and others that are around life.

- c. According to (Santosa, 1993:4) signs are part of semiotics that marks something or condition to explain inform object to the subject. In this case, the sign always show something tangible, for example, object, events, writings, languages, action, and other forms of sign. Signs made by humans refers to something that has limited meaning and only refers to certain things

Saussure's definition of the sign laid down the course that semiotic inquiry was to take during the first half of the twentieth century. He defined it as a form made up (1) of something physical-sounds, letters, gestures, etc. Which he termed the signifier; and (2) of the image or concept to which the signifier refers-which he called the signified. He then called the relation that holds between the two signification. Saussure considered the connection between the signifier and the signified an arbitrary one that human beings and/or societies have established at will. To make his point, he reasoned that there was no evident reason for using, say, tree or arbre (French) to designate an arboreal plant. Indeed, any well-formed signifier is one that is consistent with the orthographic, phonological, or other type of structure characteristic of the code to which it appertains (tree is well formed in English; tbky is not)

#### **d. Semiotic of Language**

The study of language has been heavily influenced by semiotics and viceversa. In this book, we do not have sufficient space to elaborate on linguistic theories, but it is important to know something about the structure of language as it influences messages. Ferdinand de Saussure is the modern founder of structural linguistic and made substantial contributions to the structural tradition in communication. Saussure teaches that signs, including language are arbitrary. He notes that different languages use different words for the same thing and that there is usually no physical connection between a word and its referent. Therefore, signs are conventions governed by rules. Not only does this assumption support the idea that language is a structure, but it also reinforces the general idea that language and reality are separate. Saussure, then sees language as a structured system representing reality.

*Language forms*, Saussure believe that linguistic researchers must pay attention to language forms, such as speech sounds, words, and grammar, because although language structure is arbitrary, language use is not. It requires established conventions. In other words, you can not choose any word you wish to express meaning nor can you rearrange grammar at a whim if you wish to be understood. Language described in structural terms, then is strictly a system of formal relations without substance. Only when meanings are attached to the structural features of language does it come to represent something.

*Linguistic*, for Saussure is the study of language, not parole. "Taken as a whole, speech (parole) is many-sided and heterogeneous; straddling several areas

simultaneously. We can not put it into any category of human facts, for we can not discover its unity. Language, on the contrary is a self-contained whole and a principle of classification. We can not, then have speech without language, but speech is less regular and more variable than the formal system of language from which it derives. In other words, when you speak you are using language, but you are also adapting it-using speech- to enable you to achieve communication goals.

*Beyond semiotics*, Structural analysis by itself did not prove powerful in explaining human use of language. Consequently, linguist and communication scholars have moved beyond the structural approach. Specifically, two general trends can be noted. The first is the shift to cognitive studies of language development and language use, one example of which is generative grammar is actually more akin to the sociopsychological tradition than to the semiotic one.

### **3. Communication**

Communication is the way people can interact, and how people develop an understanding for how the world works. Communication theory takes this perception of the world and looks at it from all angles of the interaction. Foss and Little John (2011) provided a more technical definition of communication theory as “a unified or coherent body of propositions that provide a philosophically consistent picture of a subject.

Communication has been called the most practical of the academic disciplines. Even the most theoretical and philosophical communication scholars are also practitioners of communication, and even though you have likely never taken another communication studies class, you have a lifetime of experience

communicating. This experiential knowledge provides a useful foundation and a starting point from which you can build the knowledge and practice the skills necessary to become a more competent and ethical communicator.

According to Stewart L Tubbs and Sylvia Moss (Mulyana, 2004: 69) communication is a process of forming meaning between two or more people. Communication are used as a tool to convey messages, both delivered verbally and non-verbally. In the Laswell communication model, communication can be done if it is not fulfilled, communication, messages (media or writing), media, communicants and effects (Sumartono, 2004: 4).

#### **a. The Elements of Communication**

According to Jakobson (1963) there are six elements of communication, namely:

##### **1. Context**

Context, means communication does not take place in a vacuum. The context of any communication act is the environment surrounding it. This includes, among other things, place, time, event, and attitudes of sender and receiver. Context is the circumstances surrounding a message. The circumstances might include the setting, the value positions of the people, and appropriateness of a message. This means considering your audience, the forum under which you are speaking, the era, and accepted norms.

##### **2. Message**

Message is the information that the sender wants to relay to the receiver. Additional subtext can be conveyed through body language and tone of voice. Put



all three elements together-sender, receiver, and message-and you have the communication process at its most basic. A message (verbal or nonverbal, or both) is the content of the communication process.

### 3. Sender

Sender has some kind of information- a command, request, question, or idea-that he or she wants to present to others. For that message to be received, the sender must first encode the message in a form that can be understood, such as by the use of a common language or industry jargon, and then transmit it. Sender is the source of the message or the person who originates the message and sends it to the receiver.

### 4. Receiver

Receiver is the person to whom a message is directed is called the receiver or the interpreter. To comprehend the information from the sender, the receiver must first be able to receive the sender's information and then decode or interpret it. The receiver prejudices the topics as too bring or difficult to understand and does not attempt to understand the message, and close -minded and unreceptive to new and different ideas.

### 5. Channel

Channel is that which is responsible for the delivery of the chosen message form. For example post office, internet and radio. Means through which people is an organization to communicate. It refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking. Channel

is used to convey an information signal, for example a digital bit stream, from one or several senders to one or several receiver.

## 6. Code

Code is a system of rules to convert information- such as a letter, word, sound, image, or gesture- into another form or representation, sometimes shortened or secret, for communication through a communication channel or storage in a storage medium. An early example is the invention of language, which enabled a person, through speech to communicate what they saw, heard, felt or thought to others.

A message is sent by the addresser (a sender) to the addressee (a receiver). The message can not be understood outside of a context. "A Code" should be common fully or at least partially to the addresser and addressee. A contact which is physical channel and psychological connection between addresser and addressee is necessary for both of them to enter and stay in communication.

### **b. Communication Theory and Harold Lasswell Model**

In communication studies, there are two attitudes that have their own characteristics:

- a. A process of transformation school in which communication is defined as the transmission of messages. This school addresses the issue that how senders and receivers encrypt and decode as well as how they transmissions, channels and communication media. In the process school, the communication is the process by which a person affects the behaviour or mentality of another.

b. The school of semiotics: in the school of semiotics or the exchange of meaning, communication is production and exchange of meaning. From this point of view, the message is something that the sender applies all purposes on it. He studies communication for this school, the study of text and culture, and its main methodology is semiotics. This school studies the effect of communication and focuses on linguistics and artistic subjects.

**c. Communication Theory and S. L Tubbs Model**

According to S. L Tubbs there are extensive types of communication models that exist within the literature including Shannon-Weaver, Osgood & Schramm Circular Model, Gerbner's General Model, etc. This paper builds upon the Tubbs Communication Model due to its generalizability across communication settings. The Tubbs Communication Model focuses on the principles and contexts of communication and exemplifies the most basic human communication even that involves just two people (Tubbs & Moss, 2010).

The model includes Communicator 1 (the sender/receiver) and Communicator 2 (the receiver/sender). Tubbs and Moss (2010) describe both Communicator 1 and Communicator 2 as sources of communication since each originates and receives messages simultaneously. These messages are transmitted verbally and/or nonverbally. Tubbs and Moss (2006) provide the following definitions for types of messages:

a. Verbal

Verbal communication is any type of spoken communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussion, presentations, and conversations. The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation.

b. Nonverbal

Nonverbal communication is the process of sending and receiving messages without using words, either spoken or written, also called manual language. Similar to the way that italicizing emphasize written language, nonverbal behavior may emphasize parts of a verbal message. Nonverbal message have been recognized for centuries as a critical aspect of communication.

While communicator 1 originates the message, the transmittal of the message may be affected by the communication channel. Therefore, it is important that administrators and faculty are aware of the communication channels that are typically incorporated into educational programs and courses. Channels include face-to-face (sensory), organizational, and mass communication. Organizational communication channels may include email communication include television, newspaper, radio, etc.

**a. Verbal Communication**

According to Michael Hole (2013) “Verbal communication is any message sent through language”. The channel or medium of the message does not matter.

Verbal communication can be a face to face interaction, over the phone, through email, or sent through a text message, just as long as language is involved. Verbal communication is more of a straight forward form of communication, because the language you use helps the receiver decode the message. The language the participants choose to use will directly shape the interpretation of the interaction. Additionally, the effectiveness of the communication process can be weak if the two communicators do not have the same perception of reality.

Language can be arbitrary. For example, if the communication participants are watching a football game and discussing the players positions, but the receiver does not know the names of the individual positions on the field, it could cause many frustrations. It would be confusing for the receiver if the sender of the information used the denotation of the positions. Instead of saying the Quarterback, the sender of the information may choose to say “the guy that throws the ball or hands the ball off to other players”. This provides more description and helps both parties develop a mutual understanding. Essentially, our prior knowledge based on our experiences and perceptions shape the language we use, which directly transforms communication.

#### **b. Nonverbal Communication**

The second way a message can be sent is nonverbally. According to Michael Hole (2013) “Nonverbal communication is a process that must be done in person. Nonverbal communication is based on the body posture, gestures, face, smells, and anything that does not use language in human communication”. It is constant, because our bodies are always in action, other people can look at us to

gain information about us. If a sender is trying to deliver a persuasive message in business, but has droopy eyes, wearing raggedy clothes, and smells bad, the receiver will not decode that “persuasive” message as persuasive, due to the poor nonverbal communication. Additionally, nonverbal communication is irreversible. Using the same example, once we choose to wear that raggedy shirt and people form a perception of our life choices, they can not form a new first impression or try to accept the communication as persuasive, because they have already dismissed it.

Finally, nonverbal communication may help assist verbal communication. For example, if you are again trying to describe the Quarterback on the field, you may point directly to the player in that position. When you say, “the guy that throws the ball or hands the ball off to other player”. While gesturing a throwing motion, this will help emphasize the communication. It will provide a further visualization for the language sender choose to use.

#### **d. Language**

Language is actually an inseparable unity between the marker and the referent. The markers are who markers and something that is absorbed and observed immediately. Sign of language consists of elements that give meaning and elements that are interpreted, by combining these two elements can say something about things that are in reality (Luxemburg, 1989:36)

Saussure (Eagleton, 2006:139) views language as a sign system, which must be learned synchronically, meaning that it is studied as a complete system at

one time and not diachronically in the development of history. Every sign must be seen to consist of a marker and a sign.

Language is using to communicate between one people and others people. Language is like an idea, emotions, and desires that can be produced some symbols. According to Verderber (1999, p. 52) language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition.

There are the uses of language as follows (Verderber, 1999, p. 52):

- a. We use to designate, label, define, and limit. As we use language we not only designated and define, we also limit meaning that will be understood.
- b. We use language to evaluate. Because there is an evaluate component to much of our language choice, we need to select our words carefully so that we do not unintentionally offend others.
- c. We use language to discuss things outside our immediate experience. Language enables us to speak hypothetically, to talk about past and futur events, and to communicate about people and things that are not present.
- d. We can use language to talk about language. We can use language to discuss how we phrased a question and whether better phrasing would have resulted in more precise question and thus a more informative answer.

Furthermore Richards and Platt (1992, p. 196) state language the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units. Then, language is any particular

system human communication. Sometimes a language is spoken by most people in a particular country, but sometimes a language is spoken by only part of the population of a country.

On other hands, Halliday (2003, p. 2) defines that a language is a system of meaning- a semiotic system. A language is almost certainly the most complicated semiotic system we have. From the explanation above, it can be concluded that language is used to communicative between a human and another human by using an idea, emotions, and desires that can be produced some symbols. They use the language for communicating with the people of the same community or nation, the same geographical area, or the same cultural tradition.

#### **d. Previous Relevant Studies**

The role of semiotic used in communication has been done a series of research have been done by some researcher who used semiotic communication. Previous study is given to show the similarity and difference between this research and another research. These studies have been reviewed and the result of the previous studies presented as follows:

Mimas dkk (2018) in their international journal “Text of Cyber Related Crime in Indonesia: Semiotics Roland Barthes Study”. From the result they examined that there are many signs in the text of insult and defamation directed by the head of state. They consider blasphemy, insult to the symbol of the state is a natural thing and does not result in legal problems. This was done because they felt dissatisfied with the government’s performance. They use Roland Barthes theory to find denotation marks, connotation marks and the meaning of myth in



the cyber related crime text. While my research is about semiotical communication interpretation on Prabowo and Jokowi utterances in the Presidential Candidate debate 2019. Which in the debate, they still use a lot of symbols that make the audiences are difficult to understand what they are referring to. While the theory that the writer use is Ferdinand de Saussure theory. The researcher tries to find the signifier and signified on Prabowo and Jokowi utterances in the Presidential Candidate Debate 2019. The relevant of their research and what I will examine is similarly. Because our research states that language and communication are parts of signs that can be examined.

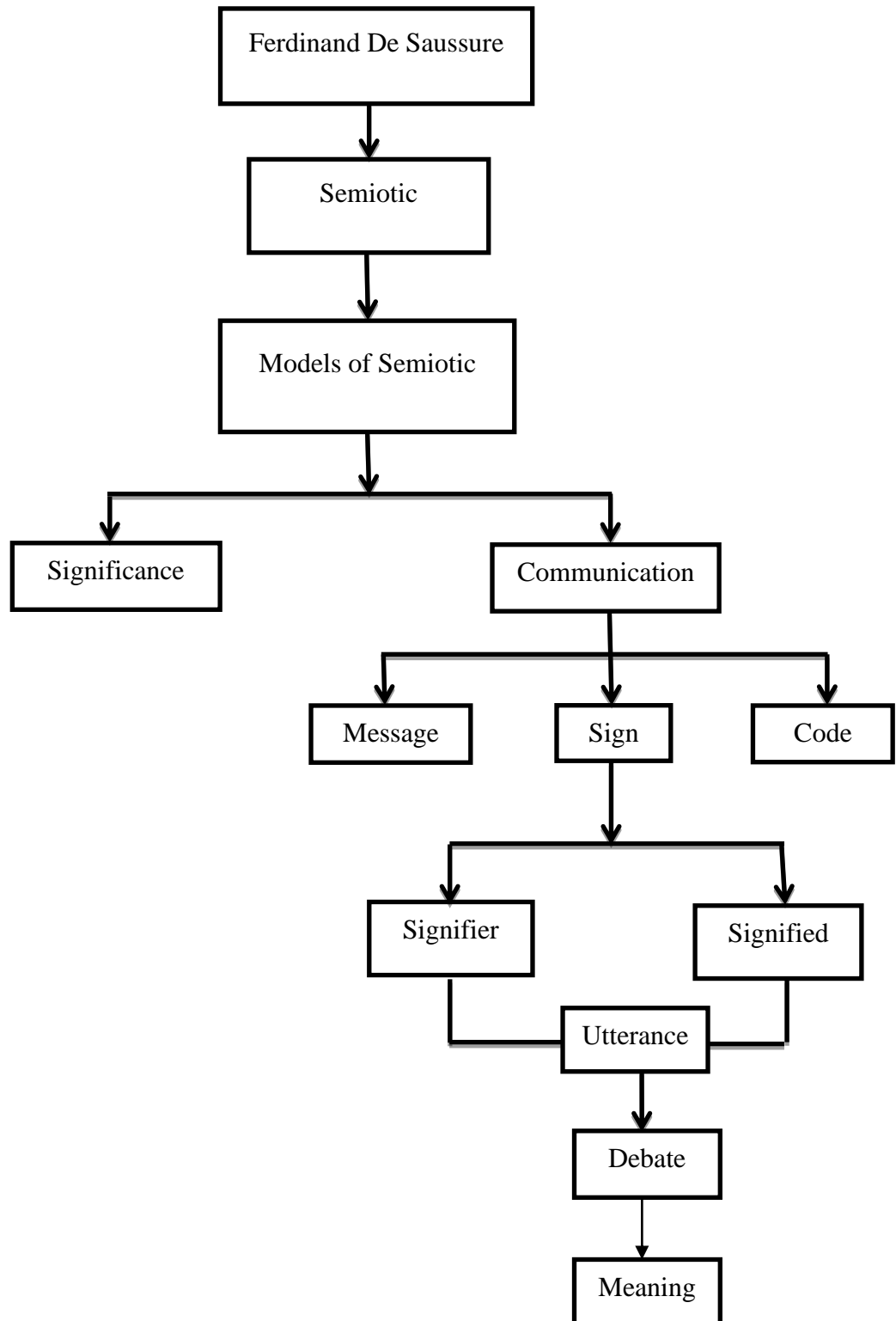
Erton (2018) in his International Journal “The Essence of Semiotics as a Mediator of Communication and Cognition” From the result he examined that the capacity of an individual reflects the effective and efficient usage of pragmatic competence in which the language user has the awareness of sociocultural and anthropological conventions processed and produced in the course of communication. So this research to identify, decode and proceed utterances in a systematic mixture of psychological, physiological, sociological and anthropological procedures, in which non-verbal expressions appear as signs and symbols to communicate information. But in my research entitled “Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate” not only examine nonverbal expression as a sign but also verbal expression. Because both are part of communication that can produce a sign. Both of the research claims that semiotic as a mediator of communication.

### **e. Conceptual Framework**

The relational that the researcher took to take the utterances in the presidential candidate debate as to the object of the research because the debate is one part of communication, where its existence is increasingly important to the public as time goes on. The information has become an important requirement for human life. So it is not wrong if debate to be able to give an influence to the audience. With this influence, the debate can include special values or messages to the public. The debate in the context of communication becomes one of the media to convey a message, whether it is verbal or nonverbal messages.

A semiotic theory that the researcher used is Ferdinand de Saussure semiotic theory. In his theory, Saussure developed semiotics into two entity namely; signifier and signified. In the basic of semiotic book, that Saussure defined the linguistic sign in two side entity, on side of the sign, was called the signifier than the other side called the signified. A signifier is the thoroughly material aspect of sign and signified is the mental concept of sign (Saussure, 1967

Figures 3. Conceptual Framework



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

The study of this research was conducted by applying Descriptive Qualitative method which is mainly aimed to investigate the relation between semiotic with communication and also types of semiotical communication meaning on Prabowo and Jokowi utterances in the Presidential Candidate Debate based on Ferdinand de Saussure theory.

#### **B. The Source of Data**

The source of data in this study were obtained from the video which has been published on youtube. Where in the debate there are a segments and the utterances of Prabowo and Jokowi in the presidential candidate debate and it will be the research of data.

#### **C. Technique for Collecting Data**

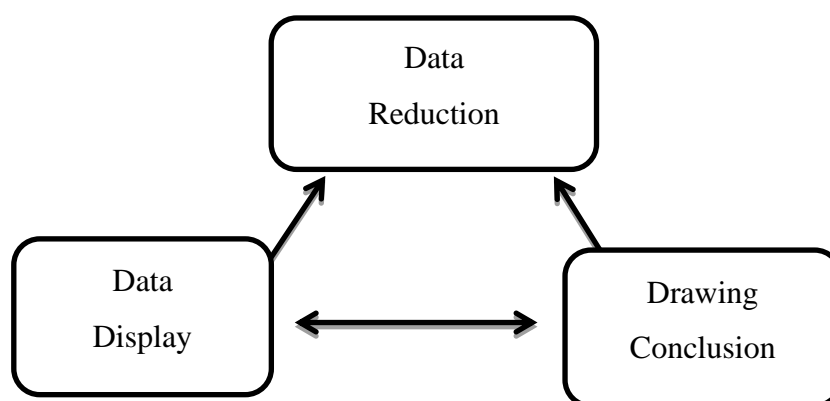
Documentation methods will be applied in collecting data. This methods will use because the data in this research will be written source. They were several steps in collect the data:

1. Watching the video of presidential candidate debate carefully and repeatedly.
2. Transcribe the script that relevant with component of semiotical communication in the video of presidential candidate debate 2019
3. Make the note taking sheet to mark the component of semiotical communication that exist in the presidential candidate debate 2019.

#### D. Technique of Analysing Data

This data would be analyzed which involve for three steps, namely: 1) Data Reduction, 2) Data Display, 3) Conclusion: Drawing/veryfying (Miles and Huberman, 2014).

(Figures 4. Technique of Analysing Data)



Source: Miles and Huberman (Miles, Huberman 2014:14)

The procedures in conducting the analysis were as follow:

##### 1. Data Reduction

The first step in analyzing qualitative data involves data reduction. Data reduction means summarizing, choose the basic things, focusing on important things, look for themes and patterns (Sugiyono, 2017).

Firstly, the researcher collected the data about semiotical communication through documentation. Then, the researcher transcribed the data. The irrelevant data questions were discarded. The irrelevant data is the data no relation with the theme of the study but related to the research. Next, after collecting and reducing the data, the researcher displayed those data in the form of descriptive.

## 2. Data Display

The second step is data display, which is an organized, compressed assembly of information that permits conclusion drawing and the action (Miles and Huberman, 2014). In the process of the reducing and displaying the data, it was based on the formulation of the research problem. The formulation of the research problems are: 1) What kind of Saussure's concept of semiotic are used by Prabowo and Jokowi in the presidential candidate debate 2019? And 2) How are the Saussure's concept of semiotic realized by Prabowo and Jokowi in the presidential candidate debate 2019? This step is done by representing a set of information that is structured and possibility of drawing conclusions, because the data obtained during the process of qualitative research usually in the form of narrative, thus requiring simplification without reducing its contents. After displaying the data, a conclusion is drawn.

## 3. Conclusion: Drawing/Verification

The third step of qualitative data analysis is conclusion drawing and verification. From the start of data collection, the qualitative is beginning to decide what things mean is noting regularities, patterns, explanations, possible configurations, causal flows, and propositions. Conclusion are also verified as the analys process. The conclusion drawing is started after the data were collected by making temporary conclusion. In other words, it can be said that the conclusion is analyzed continuously to get the perfect conclusion about the component of semiotical communication in the presidential candidate debate 2019.



## CHAPTER IV

### DATA AND DATA ANALYSIS

#### A. Data Collection

The data was taken from the video which has been published on youtube, and all data were collected by Miles and Huberman theory: Data reduction, data display, and drawing conclusion. The data of this research were 14 semiotical communication terms (sign) that was taken from Prabowo and Jokowi utterances in the Presidential Candidate Debate.

##### a. The Detail Data are Presented in Appendix.

Table 4.1

Prabowo and Jokowi utterances in the Presidential Candidate Debate

No	Semiotic	
	Jokowi	Prabowo
1	191 thousand roads	15 thousand workers
2	58 thousand irrigation units	Indonesian unicorns
3	B20 and B100	12 thousand of certificate land
4	30 percent of total production	Artificial Intelligence (AI)
5	220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh	4.0 Revolution
6	Seven thousand foreign ships	B90
7	10 GT	
8	51 percent of Freeport	
9	In 2014 imports 2,5 million tons, then in 2018 imports only 180 thousand tons.	
10	Indonesia unicorns	



## **B. Data Analysis**

The data were analyzed based on the types of Saussure's concept, there are signifier and signified. The analysis was conducted to determine the semiotical communication types and to find the meaning every utterances from Prabowo and Jokowi used in the presidential candidate debate 2019. All the data analysis can be seen below.

### **1. Types of Saussure's Concept in the Presidential Candidate Debate**

There are two kinds of Saussure's concept were found in the Presidential Candidate Debate 2019, namely signifier and signified. Signifiers which are sound, images or linguistic signs and what they are signifying, while signified is the idea or concept of the thing that indicated by the signifier. The data of semiotical communication type that was taken from Prabowo and Jokowi can be seen below.

1. *"Kita telah bangun 191 ribu jalan yang bermanfaat bagi para petani. Sebanyak 58 ribu unit irigasi"* ("We have built 191 thousand pathways that are beneficial for farmers. A total of 58 thousand irrigation units.")

This utterance was taken from Jokowi as the president. He said that as long as he leads, he has built 191 thousand roads and 58 thousand irrigation units. It means, he is going to say strongly statement that states he has been successful as the president that related to the infrastructure development. If viewed from the theme between infrastructure and environment, he wants to correlate two of several these themes. So for the future, he hopes that the road construction can be more efficient in the use of fossil energy.

2. *“Supaya Pak Prabowo juga tahu, kita telah memulai B20 dan sudah berproduksi 98 persen dari yang kita harapkan. Kita sekarang menuju B100.” (So that Mr.Prabowo also knows that we have started B20 and have produced 98% of the expected amount. Now we are heading to B100.)*

This utterance was taken from Jokowi as the president. The president said that he has started B20 and has produced 98 percent of the expected amount and soon will be heading to B100. It means, he is satisfying his opinion to the presidential candidate regarding the work plan that he would do during his government. It shows that there is something that is rather difficult to achieve, because within 5 years he has only served until B20 and it has reached 98%, then is it possible that in 5 years it could be B100 from the previous one. 98% means that the expectation is only 2%, so how can B20 to B100 range only 2% and it's look like impossible.

3. *“Sehingga kita harapkan 30 persen dari total produksi akan masuk kepada biofuel.” (“So, 30% of the total production is expected to go to biofuel, so we won't depend on imports.”)*

This utterance was taken from Jokowi as the president. He said that the total production is expected to go to biofuels as much as 30 percent. It means, he told the public about a new program that wants to be made for the utilization of Indonesian natural products in order to reduce fuel imports, if this program is successfully carried out, it can be create a breakthrough where Indonesia which is rich in soil fertility can process related to fuel, which aims to reduce dependence on fossil fuels. With this blending, diesel fuel import will automatically be reduced, because it is filled with oil palm (B100), and he hopes not to depend on imports, but actually it just the implicit meaning that he want to export palm oil

products because Indonesia won the anti-dumping accusation (selling the oil abroad is cheaper than selling expensive domestically).

4. *“Pada tahun 2014 3,5 juta jagung yang di impor, di tahun 2018 hanya 180 ribu ton.” (“In 2014 3,5 million corns are imported, reduced to 180 thousand tons in 2018.”)*

This utterance was taken from Jokowi as the president. He said that the imports of corns by 3.5 million were reduced to 180 thousand tons. He thinks that showing the data where corn imports are decreased is something to be proud of. Whereas that should be a mistake, because generally corns are no longer being often consumed, rice is the main consumption instead, and he bragged about decreasing the import data. Meanwhile, there are many corn farmers in Indonesia, why don't we be the one to export? Because there are many corn farmers selling their corns in markets and those corns end up only being chicken food.

5. *“Saya tahu Pak Prabowo memiliki lahan yang sangat luas di Kalimantan Timur sebesar 220 ribu hektar juga di Aceh Tengah 120 ribu hektar.” (“I know that Mr. Prabowo has a vast land area of 220 thousand hectares in East Kalimantan also 120 thousand hectares in Central Aceh.”)*

This utterance was taken from Jokowi as the president. He said that he knows if the presidential candidate had 220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh. Means that, he is giving a satirical statement and wants to bring down or attacked the opponent that related to the land managed by Prabowo. Actually he want the citizens knows that Prabowo has a lot of land in Indonesia but the controlled by himself and the results are managed for himself too.

6. *“Dalam empat tahun pemerintah telah mengejar tujuh ribu kapal asing yang melakukan illegal fishing. Ada 488 kapal yang kita tenggelamkan.” (“Within 4 years the government has chased after 7 million foreign ships doing illegal fishing. There are 488 ships we sunk.”)*

This utterance was taken from Jokowi as the president. He said that his government has chased seven thousand foreign ships that were doing illegal fishing. Within 4 years shows the amount of ship sunk due to illegal fishing. In fact, this is stated in Law Number 45/2009 about fishery. Ships that are proven of stealing fishes in Indonesia are assumed to be perpetrators, because those ships have nationality, so those ships won't be seen merely as crime evidence. Susi Pudjiastuti as the minister only executes the court decree of ship extermination by sinking it. There are 488 ships sunk as Mr. Jokowi has mentioned, this will leave a deterrent to other fish thieves.

7. *“Untuk nelayan yang memiliki bobot 10 GT ke bawah tidak pakai izin lagi.” (“For those fishermen that weigh down to 10 GT no longer require any permission.”)*

This utterance was taken from Jokowi as the president. He said that for small fishermen who have a weight of 10 GT can go to sea without permission. This means that, the reason is to ease small fishermen to fish in Indonesia without worrying about the rules and the feasibility of the ships. Ship ability of under 10GT is the lowest, then why did Jokowi release the ship's permission? Because it is clear that small fishermen may not be able to afford ships that qualifies the regulations and the government is yet to afford facilitating them to qualify, and Indonesian fishermen are not too dumb to keep themselves safe, they even know

more about their ship and how far they can fish. So by the approval of the permission, fishermen don't need to consider new ships.

8. *“Jadi infrastruktur apa yang akan bapak bangun untuk mendukung perkembangan unicorn di Indonesia?” (“So, what the infrastructures will you build to support the development of unicorn in Indonesia?”)*

This utterance was taken from Jokowi as the president. He asked the opponent about the development of Unicorn in Indonesia. Actually, he is intended to ask for unicorn to the opponent (a private start-up company which capitalism value reaches more than \$1 billion). But because he was not very fluent in pronouncing “unicorn” in English, it makes the opponent asked back about the unicorn “what are those online stuffs?” and here he also seems to be intentionally tricking the opponent like the last presidential candidate debate in 2014, when Prabowo was still yet to understand many technical terms.

9. *“Petral telah kita bubarkan blok minyak Rokan dan Mahakam telah kita kelola. Freeport 51 persen saham telah kita ambil.” (“We have dismissed Petral, blocked Rokan oil, and we have managed Mahakam. We have taken 51% of Freeport.”)*

This utterance was taken from Jokowi as the president. The president said that the Petral has been dissolved, oil blocks have been managed and Freeport has been taken back 51 percent. Means that, he claims that he has taken over Freeport and work on 51% of the stock obtained by Indonesia from its endeavor. Meanwhile, since SBY period Freeport has been worked on from 9.36% to 30% of the stock ownership. And the rest of the percentage until 51% of the stock ownership was successfully reached in Jokowi period. In July the 12<sup>th</sup> 2018, Head of Agreement (HoA) is created between Inalum and Freeport McMoran and

freeport Indonesia. By signing it, the divested process is achieved as the signing by Inalum and Freeport McMoran.

10. *“Suatu pabrik biasanya mobil di Jerman yang memiliki 15 ribu pekerja diganti dengan robot.” (“Factories in Germany, usually car factories, have 15 workers replaced by robots.”)*

This utterance was taken from Prabowo as the presidential candidate. The presidential candidate claims that a company of car in Germany which had 15 thousand workers had been replaced by a robot. Means that, Prabowo gave an example of another country that the enormity of the development of industry 4.0 in the future will have an impact on the economy of the country. Remembering that the economy growth of a country, including Indonesia, is strongly influenced by the level of public consumption. Therefore, he wants the government to respond quickly the technological developments by improving the quality of education in order to fulfill the needs of an increasingly advanced industry. This means that there must be a link and match between the world of work and college graduates. For instances in Singapore and UK, they can help the students in 1<sup>st</sup> semester to prepare the specific skills needed by the company, so when they graduate they can be directly absorbed.

11. *“Yang bapak maksud unicorn? Karena mereka lagi giat-giatnya berkembang, jadi saya akan dukung segala upaya untuk memperlancar.” (“Is that unicorn you mean? Because they are currently in active development, so I will support every efforts supporting it.”)*

This utterance was taken from Prabowo as the presidential candidate. The presidential candidate asked back the opponent about unicorns, means that he attacked Jokowi’s personal and intended to show that he is more capable in

English at once. For the unicorn term itself, actually he is understands what it means, moreover he has been living abroad for a long time and speak English fluently. But the problem is, he just explained the abstract things by saying that he will support to expedite. He should present the new ideas like what Sandiaga Uno did in E-Ktp utilization.

12. *“Jadi kalau bapak bangga bagi-bagi sertifikat 12 juta, pada saatnya kita tidak punya lahan untuk dibagi, jadi bagaimana nanti dengan masa depan Indonesia?” (“So if you’re proud of giving away 12 million certificates, at the time we already have no land to give away, how would it be in the future?”)*

This utterance was taken from Prabowo as the presidential candidate. He asked the opponent about the certificate distribution program to ensure the Indonesian future. He disagreed towards the certificate give away. Means that, he prefers if the land given to the citizens should only be a right to cultivate, not actually giving them the land. Because if we give away the certificates and although Jokowi says there will be an escort, the escort will not work optimally. The citizens may sell the land to other parties and it will not be the country’s income as it should be.

13. *“Dahsyatnya perkembangan industry 4.0 yang akan datang dengan Artificial Intelligence (AI) akan berdampak pada kehidupan.” (“The enormity of the upcoming 4.0 industry development with Artificial Intelligence (AI) will affect lives.”)*

This utterance was taken from Prabowo as the presidential candidate. He said that the development of industry 4.0 with artificial intelligence would have an impact on life. Means, he is going to say a strongly statement as a presidential candidate to the citizens about the impact of Indonesia in the future regarding the

development of the industrial revolution 4.0. According to him, it can be increase the competitiveness in society in increase human resource in order to survive living in Indonesia, because if we cannot keep up with the technology advances in Indonesia and in the world, our human resource would not be developed.

14. *“Brazil bisa sampai B90. Saya bukan pesimis, saya sangat optimis. Kita sangat mampu untuk swasembada energy, dengan memanfaatkan produk-produk sawit.” (“Brazil can reach B90. I’m not being pessimistic, I’m really optimistic instead. We really can afford the energy self-sufficiency, by utilizing palm products.”)*

This utterance was taken from Prabowo as the presidential candidate. He claims that the use of biodiesel in Brazil already B90. Means that, he did comparison to Brazil as a developing country that has reached B90, where Indonesia has nearly reached B100 but according to him, Indonesia’s movement is till slow, but he is sure that Indonesia has fertile land and one of its income is from palm oil production which would make Indonesia reach B100 quickly if the human resource is qualified for the material process.

## **2. Semiotical Communication Realized by Prabowo and Jokowi**

Semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects, namely: emotions, appreciation of opponents, gesture, and rhetoric.

- a. Emotions category, is a mental state associated with the nervous system brought on by chemical changes variously associated with thoughts, feelings, behavioural responses, and a degree of pleasure or displeasure. For instance Prabowo is more stable than Jokowi. But he does not use the space to criticize the opponent.



- b. The category of appreciation of opponent, appreciate means an increase in the value of an asset over time. For instance, Jokowi never appeared to be appreciated the opponent, while Prabowo always appreciates of Jokowi's achievements.
- c. For the gesture category, is an integral part of the organization of face to face conversation. But in here Jokowi's gesture was not good. For instance, he brushed his hand when Prabowo was talking and shook his head when Prabowo gave the statement about him. It means that from the attitude shown, he seemed underestimating other people. While Prabowo's gesture which considered not to paying attention to what was delivered by Jokowi and he was observed trying to convince the citizens that what he was saying was true by showing the gesture of raising his hand.
- d. In the rhetoric category, it refers to the study and uses of written, spoken and visual language. For instance, Jokowi uses more a numbers as data to strengthen his statement and uses more words to bring down his opponents, while Prabowo seem always repeating his words by expressing promises for Indonesia in the future.

## CHAPTER V

### CONCLUSSION AND SUGGESTION

#### A. Conclusion

Based on the data analysis, it could be concluded that:

1. There were 14 semiotical communication terms (sign) that was taken from Prabowo and Jokowi utterances that included two types of Saussure's concepts (signified and signified) in the presidential candidate debate 2019 which had their meanings. Signifier is the pointing finger, the word of the sound or image. While, signified is the concept or the meaning that indicated by the signifier.
2. Semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects. Including: emotions category, appreciation of opponents, gesture category, and rhetoric category.

#### B. Suggestion

In relation to conclusion, suggestions were presented as follows:

1. In language learning as social semiotics will give us some contribution to finding more systems to use signs in social life situations.
2. For the readers, it is suggested to discover and understand the types of signs semiotical communication in utterances.
3. For other researchers, it can be useful as reference when they decide to discuss and observe the same topic for their research.

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## **APPENDIX 1**

### **PRABOWO AND JOKOWI UTTERANCES IN THE PRESIDENTIAL CANDIDATE DEBATE 2019**

#### **Segmen 1 (Visi dan Misi)**

Prabowo : “Saya menghargai apa yang sudah dilakukan pak Jokowi dibidang infrastruktur, namun namanya demokrasi saya menawarkan strategi bagi rakyat indonesia. Kita harus swasembada pangan, energy, air, agar bisa survive sebagai suatu bangsa.”

Prabowo : “Bila saya mendapat mandate, saya akan menjamin ketersediaan pangan yang dapat dijangkau seluruh rakyat. Kami juga akan segera turunkan harga listrik, harga makanan pokok, pupuk akan kami siapkan sampai ke petani.”

Jokowi : “Ke depan kita ingin sebanyak-banyaknya mengurangi pemakaian energy fosil sehingga pemakaian biodiesel akan kita kerjakan. Kita telah bangun 191 ribu jalan yang bermanfaat bagi para petani. Sebanyak 58 ribu unit irigasi. Di bidang lingkungan hidup, kita ingin kebakaran hutan dan lahan gambut tidak terjadi lagi dan ini sudah kita atasi. Dalam tiga tahun tidak ada kebakaran hutan dan lahan gambut.”

## **Segmen 2 (Infrastruktur, Energi dan Bahan Pangan)**

Jokowi : “Dalam empat tahun pemerintahan saya telah banyak sekali membangun infrastruktur seperti tol, pelabuhan, dan bandara,.Inilah yang ingin terus kita lakukan agar konektivitas antar pulau, provinsi, kabupaten/kota tersambung dengan baik.Dengan itu kecepatan, kemudahan transportasi logistic, barang, mobilitas orang akan semakin cepat.”

Jokowi : “Saya akan konsisten untuk terus membangun infrastruktur. Tak hanya soal urusan fisik seperti pelabuhan, tapi saya akan terus membangun hal-hal yang berkaitan dengan digitalisasi seperti proyek Palapa Ring yang merupakan backbone dengan broadband berkecepatan tinggi.”

Prabowo : “Seharusnya pembangunan infrastruktur untuk rakyat harus direncanakan dan mengikutsertakan rakyat. Kemudian kita harus menghitung perekonomian dan dampak-dampak lingkungan hidup.”

Jokowi : “Pak Prabowo salah besar, pembangunan sudah direncanakan sejak lama. Adapun soal infrasturuktur yang menjadi monument seperti LRT Palembang dan Bandara Kertajati, semua butuh waktu.

Prabowo : “Bagaimana strategi Pak Jokowi untuk menghadapi Revolusi 4.0 di sector pertanian, perikanan dan peternakan?”

Jokowi : “Kuncinya adalah pembangunan sumber daya manusia untuk menghadapi Revolusi 4.0. Sebagai contoh perlunya petani dikenalkan pada namanya market place sehingga mereka bisa jualan online. Bangun ekosistem offline dan online harus digalakkan. Ini kita kerjakan di lapangan sehingga kita tidak tertinggal dengan Negara lain.”

Prabowo : “Dahsyatnya perkembangan industry 4.0 yang akan datang dengan *Artificial Intelligence* (AI) akan berdampak pada kehidupan. Suatu pabrik biasanya mobil di Jerman yang punya 15 ribu pekerja diganti dengan robot. Tapi di Indonesia masih belum bisa membela petani-petani kita sendiri. Kita belum bisa menjamin harga-harga pangan, bagus kita bicara 4.0 tapi saya ingin menjamin Indonesia dapat menyediakan pangannya sendiri tanpa impor dari manapun.”

Jokowi : “Pak Prabowo ini kelihatannya ke depan kurang optimis. Saya yakin bahwa Indonesia akan tetap menyongsong revolusi 4.0 dengan optimis. Dan justru hal ini membuka kesempatan bagi petani-petani kita untuk melompat secara produktif.”

Prabowo : “Brazil bisa sampai B90. Saya bukan pesimis, saya sangat optimis. Kita sangat mampu untuk swasembada energy, dengan memanfaatkan produk-produk sawit.”

Prabowo : “Harus ada upaya untuk memanfaatkan sawit menjadi tambahan bahan bakar karena dalam waktu dengan Indonesia akan 100 persen mengimpor energy.”

Jokowi : “Supaya Pak Prabowo juga tahu, kita telah memulai B20 dan sudah berproduksi 98 persen dari yang kita harapkan. Kita sekarang menuju B100 sehingga kita harapkan 30 persen dari total produksi akan masuk kepada biofuel.”

Prabowo : “Setiap arah, usaha ke arah kemandirian di bidang energy kita sambut baik. Dan strategi saya tidak hanya menggenjot sawit, tetapi juga arang, cassava, etanol dari gula sehingga dapat digunakan untuk mengurangi impor energi dari luar negeri.

Jokowi : “Hal itu telah dikerjakan oleh pemerintahan saya, pemerintahan saya telah memanfaatkan produk sawit. Kita harapkan 30 persen dari total produksi akan masuk kepada biofuel. Inilah yang sedang kita kerjakan sehingga kita tidak ketergantungan dari impor.”

### **Segmen 3 (Sumber Daya Alam dan Lingkungan Hidup)**

Prabowo : “KLH harus mengawasi kehutanan. Jadi ini akan kita pisahkan sehingga KLH benar-benar menegakkan masalah lingkungan hidup. Tidak jadi satu. Kalau saya diberi mandate, saya tentunya akan menegakkan hukum, harus dilaksanakan dengan tegas

terhadap perusahaan yang tidak melaksanakan ketentuan-ketentuan.”

Jokowi : “Dalam dua tahun ini sudah 2,6 juta hektar dari 12,7 juta hektar yang kita siapkan. Kita juga mendampingi mereka agar tanah yang sudah diberikan menjadi produktif. Ada yang ditanami kopi, buah-buahan, jagung. Artinya, tidak hanya memberi konsesi lahan tetapi juga diberi pendampingan.”

Prabowo : “Namun, pembagian sertifikat tanah akan berdampak buruk bagi masa depan Indonesia. Kami punya pandangan strategis yang berbeda dengan yang dilakukan Pak Jokowi dan pemerintahannya, hal itu menarik dan populer hanya untuk 1-2 generasi tetapi tanah tidak bertambah. Jadi kalau bapak bangga bagi-bagi sertifikat 12 juta, pada saatnya kita enggak punya lahan untuk dibagi, jadi bagaimana nanti dengan masa depan?”

Prabowo : “Strategi saya untuk mengatasi persoalan agraria adalah berdasarkan pasal 33 UUD 1945 bahwa bumi, air dan semua kekayaan alam yang terkandung didalamnya dikuasai oleh Negara.”

Jokowi : “Saya tahu Pak Prabowo memiliki lahan yang sangat luas di Kalimantan Timur sebesar 220 ribu hektar juga di Aceh Tengah 120 ribu hektar. Saya hanya ingin menyampaikan bahwa



pembagian-pembagian seperti ini tidak dilakukan pada masa pemerintahan saya.”

#### **Segmen 4 (Debat Eksploratif)**

(Tayangan video soal praktik pertambangan)

Prabowo : “Ini dapat dianggap kolusi antara pejabat pemerintah dengan perusahaan swasta besar, sehingga kalau perusahaan itu tinggalkan persoalan (lubang tambang) itu dia akhirnya lolos tidak dikejar dan tidak ditindak. Kita mungkin bisa kejar dengan saluran pengadilan internasional, PBB, Interpol.”

Prabowo : “Saya kira masalah ini cukup, untuk apa bertele-tele. Saya kira dalam hal ini kita sama, kita ingin memberantas.”

Jokowi : “Ya, saya setuju saja.”

Jokowi :”Saya hampir setiap bulan bertemu atau berkunjung ke kampung nelayan. Bahkan, saya pernah ke sebuah kampung nelayan di Tambak Lorok, Semarang pukul 02.00 dini hari hanya berdua dengan sopir saya.”

Jokowi : “Dalam empat tahun pemerintah telah mengejar tujuh ribu kapal asing yang melakukan illegal fishing. Ada 488 kapal yang kita tenggelamkan. Ini menjadi kesempatan nelayan-nelayan kita untuk memanfaatkan sumber daya alam kita terutama ikan-ikan. Untuk

nelayan yang memiliki bobot 10 GT kebawah tidak pakai izin lagi.”

Jokowi : “Selain itu banyaknya lading minyak yang belum tereksplorasi dengan baik. Kita terus dorong agar lading-ladang minyak memberi income kepada Negara. Yang ketiga perlu kedepan infrastruktur yang berkaitan dengan laut kita benahi.”

Prabowo : “Banyak nelayan miskin tidak punya akses pada teknologi pada kapal dan akses pada modal. Keterbatasan itu karena adanya peraturan pemerintah. Jadi kalau kami adalah Negara hadir, kami akan membuat BUMN khusus dibidang laut dan perikanan dan mengorganisir nelayan, dilatih dengan teknologi yang tepat, diberi akses kepada modal dan prasarana.”

#### **Segmen 5 (Debat Inspiratif)**

Prabowo : “Ini yang kami dengar sangat memukul kehidupan petani kita. Petani tebu panen tapi gula dari luar masuk dalam jumlah sangat besar, jutaan ton. Demikian juga komoditas lain, padahal bapak membanggakan produksi naik.”

Jokowi : “Tahun 2018 hanya impor 180 ribu ton. Artinya petani jagung telah kita produksi 3,3 juta ton. Impor itu jadi sekarang ini jauh lebih berkurang. Tidak mungkin menghentikan impor dalam waktu singkat, butuh waktu panjang. Contohnya impor beras, pada 2018

laluada 33 juta ton besar sementara konsumsi di Indonesia sebanyak 29 juta ton. Artinya ada surplus sebanyak hampir 3 juta ton ada 2,9 juta ton kitasudah surplus. Pertanyaan kenapa kita impor? Hal itu untuk menjaga ketersediaan stok untuk menstabilisasi harga.Harus punya cadangan untuk bencana dan gagal panen.”

Jokowi : “Jadi infrastruktur apa yang akan bapak bangun untuk mendukung perkembangan unicorn di Indonesia?”

Prabowo : “Yang bapak maksud unicorn? Karena mereka lagi giat-giatnya berkembang, jadi saya akan dukung segala upaya untuk memperlancar.”

#### **Segmen 6 (Pernyataan Penutup)**

Jokowi : “Rakyat Indonesia yang saya cintai, mengelola Negara sebesar Indonesia tidak mudah, tidak gampang. Sangat beruntung sekali saya memilikipengalaman mengelola kota sebagai wali kota dan mengelola provinsi sebagai gubernur dan empat tahun mengelola Negara. Butuh sebuah ketegasan dan keberanian membuat kebijakan Negara. Petral telah kita bubarkan blok minyak Rokan dan Mahakam telah kita kelola. Freeport 51 persen sahan telah kita ambil. Saya berjanji akan mempergunakan tenaga saya untuk memperbaiki Negara ini. Tidak ada yang saya takuti untuk

kepentingan nasional, rakyat dan bangsa Indonesia, kecuali Allah SWT.”

Prabowo : “Kami berpegang pada falsafah keadilan yang akan menghasilkan kemakmuran. Jadi, kami berpandangan bahwa pemerintah harus hadir dengan rinci, dengan teliti dengan tegas untuk memperbaiki ketimpangan dalam kekayaan kita.Saya juga menekankan kekayaan yang lari keluar negeri.Untuk mengtasi itu saya harus menggunakan instrument dalam konstitusi yakni pasal 33 uud 1945.”

## APPENDIXES 2

### SEMIOTICAL COMMUNICATION TYPES OF JOKOWI UTTERANCES

No	Utterances	Signifier	Signified
1	We have built 191 thousand pathways that are beneficial for farmers. A total of 58 thousand irrigation units	- 191 thousand roads - 58 irrigation units	The president said that as long as he leads, he has built 191 thousand roads and 58 thousand irrigation units. It means, he is going to say strongly statement that states he has been successful as the president that related to the infrastructure development. If viewed from the theme between infrastructure and environment, he wants to correlate two of several these themes. So for the future, he hopes that the road construction can be more efficient in the use of fossil energy.
2	So that Mr.Prabowo also knows that we have started B20 and have produced 98% of the expected amount. Now we are heading to B100.	- B20 - B100	The president said that he has started B20 and has produced 98 percent of the expected amount and soon will be heading to B100. It means, he is satisfying his opinion to the presidential candidate regarding the work plan that he would do during his government. It shows that there is something that is rather difficult to achieve, because within 5 years he has only served until B20 and it has reached 98%, then is it possible that in 5 years it could be B100 from the previous one. 98% means that the expectation is only 2%, so how can B20 to B100 range only 2% and it's look like impossible.
3	So, 30% of the total	- 30% of the total	The president said that the

	<p>production is expected to go to biofuel, so we won't depend on imports.</p>	<p>production</p>	<p>total production is expected to go to biofuels as much as 30 percent. It means, he told the public about a new program that wants to be made for the utilization of Indonesian natural products in order to reduce fuel imports, if this program is successfully carried out, it can be create a breakthrough where Indonesia which is rich in soil fertility can process related to fuel, which aims to reduce dependence on fossil fuels. With this blending, diesel fuel import will automatically be reduced, because it is filled with oil palm (B100), and he hopes not to depend on imports, but actually it just the implicit meaning that he want to export palm oil products because Indonesia won the anti-dumping accusation(selling the oil abroad is cheaper than selling expensive domestically).</p>
4	<p>In 2014 3,5 million corns are imported, reduced to 180 thousand tons in 2018</p>	<p>- 3,5 million corns - 180 thousand tons of corn</p>	<p>The president said that the imports of corns by 3.5 million were reduced to 180 thousand tons. He thinks that showing the data where corn imports are decreased is something to be proud of. Whereas that should be a mistake, because generally corns are no longer being often consumed, rice is the main consumption instead, and he bragged about decreasing the import data. Meanwhile, there are many corn farmers in Indonesia, why don't we be the one to</p>

			export? Cause there are many corn farmers selling their corns in markets and those corns end up only being chicken food.
5	I know that Mr. Prabowo has a vast land area of 220 thousand hectares in East Kalimantan also 120 thousand hectares in Central Aceh.	- 220 thousand hectares - 120 thousand hectares	The president said that he knows if the presidential candidate had 220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh. Means that, he is giving a satirical statement and wants to bring down or attacked the opponent that related to the land managed by Prabowo. Actually he want the citizens knows that Prabowo has a lot of land in Indonesia but the controlled by himself, and the results are managed for himself too.
6	Within 4 years the government has chased after 7 million foreign ships doing illegal fishing. There are 488 ships we sunk.	- Seven thousand foreign ships - 488 ships	The president said that his government has chased seven thousand foreign ships that were doing illegal fishing. Within 4 years shows the amount of ship sunk due to illegal fishing. In fact, this is stated in Law Number 45/2009 about fishery. Ships that are proven of stealing fishes in Indonesia are assumed to be perpetrators, because those ships have nationality, so those ships won't be seen merely as crime evidence. Susi Pudjiastuti as the minister only executes the court decree of ship extermination by sinking it. There are 488 ships sunk as Mr. Jokowi has mentioned, this will leave a deterrent to other fish thieves.
7	For those fishermen	- 10 GT	The president said that for

	that weigh down to 10 GT no longer require any permission.		small fishermen who have a weight of 10 GT can go to sea without permission. This means that, the reason is to ease small fishermen to fish in Indonesia without worrying about the rules and the feasibility of the ships. Ship ability of under 10GT is the lowest, then why did Jokowi release the ship's permission? Because it is clear that small fishermen may not be able to afford ships that qualifies the regulations and the government is yet to afford facilitating them to qualify, and Indonesian fishermen are not too dumb to keep themselves safe, they even know more about their ship and how far they can fish. So by the approval of the permission, fishermen don't need to consider new ships.
8	So, what the infrastructures will you build to support the development of unicorn in Indonesia?	- Indonesia unicorn	The president asked the opponent about the development of Unicorn in Indonesia. Actually, he is intended to ask for unicorn to the opponent (a private start-up company which capitalism value reaches more than \$1 billion). But because he was not very fluent in pronouncing "unicorn" in English, it makes the opponent asked back about the unicorn "what are those online stuffs?" and here he also seems to be intentionally tricking the opponent like the last presidential candidate debate in 2014, when Prabowo was



			still yet to understand many technical terms.
9	We have dismissed Petral, blocked Rokan oil, and we have managed Mahakam. We have taken 51% of Freeport	- 51 percent of freeport	The president said that the Petral has been dissolved, oil blocks have been managed and Freeport has been taken back 51 percent. Means that, he claims that he has taken over Freeport and work on 51% of the stock obtained by Indonesia from its endeavor. Meanwhile, since SBY period Freeport has been worked on from 9.36% to 30% of the stock ownership. And the rest of the percentage until 51% of the stock ownership was successfully reached in Jokowi period. In July the 12 <sup>th</sup> 2018, Head of Agreement (HoA) is created between Inalum and Freeport McMoran and freeport Indonesia. By signing it, the divested process is achieved as the signing by Inalum and Freeport McMoran.

### APPENDIXES 3

#### SEMIOTICAL COMMUNICATION TYPES OF PRABOWO UTTERANCES

No	Utterances	Signifier	Signified
1	Factories in Germany, usually car factories, have 15 workers replaced by robots.	- 15 thousand workers	The presidential candidate claims that a company of car in Germany which had 15 thousand workers had been replaced by a robot. Means that, Prabowo gave an example of another country that the enormity of the development of industry 4.0 in the future will have an impact on the economy of the country. Remembering that the economy growth of a country, including Indonesia, is strongly influenced by the level of public consumption. Therefore, he wants the government to respond quickly the technological developments by improving the quality of education in order to fulfill the needs of an increasingly advanced industry. This means that there must be a link and match between the world of work and college graduates. For instances in Singapore and UK, they can help the students in 1 <sup>st</sup> semester to prepare the specific skills needed by the company, so when they graduate they can be directly absorbed.
2	Is that unicorn you mean? Because they are currently in active development, so I will	- Unicorn	The presidential candidate asked back the opponent about unicorns, means that He attacked Jokowi's

	support every efforts supporting it		personal and intended to show that he is more capable in English at once. For the unicorn term itself, actually he is understands what it means, moreover he has been living abroad for a long time and speak English fluently. But the problem is, he just explained the abstract things by saying that he will support to expedite. He should present the new ideas like what Sandiaga Uno did in E-Ktp utilization.
3	So if you're proud of giving away 12 million certificates, at the time we already have no land to give away, how would it be in the future?	- 12 million certificates	The presidential candidate debate asked the opponent about the certificate distribution program to ensure the Indonesian future. He disagreed towards the certificate give away. Means that, he prefers if the land given to the citizens should only be a right to cultivate, not actually giving them the land. Because if we give away the certificates and although Jokowi says there will be an escort, the escort will not work optimally. The citizens may sell the land to other parties and it will not be the country's income as it should be.
4	The enormity of the upcoming 4.0 industry development with <i>Artificial Intelligence</i> (AI) will affect lives.	- Artificial Intelligence	The presidential candidate said that the development of industry 4.0 with artificial intelligence would have an impact on life. Means, he is going to say a strongly statement as a presidential candidate to the citizens about the impact of

			Indonesia in the future regarding the development of the industrial revolution 4.0. According to him, it can be increase the competitiveness in society in increase human resource in order to survive living in Indonesia, because if we cannot keep up with the technology advances in Indonesia and in the world, our human resource would not be developed.
5	Brazil can reach B90. I'm not being pessimistic, I'm really optimistic instead. We really can afford the energy self-sufficiency, by utilizing palm products	- B90	The presidential candidate claims that the use of biodiesel in Brazil already B90. Means that, he did comparison to Brazil as a developing country that has reached B90, where Indonesia has nearly reached B100 but according to him, Indonesia's movement is till slow, but he is sure that Indonesia has fertile land and one of its income is from palm oil production which would make Indonesia reach B100 quickly if the human resource is qualified for the material process.

## **CURRICULUM VITAE**

Name : SYASIA AYU WANDARI  
Registered Number : 1502050041  
Place and Date of Birth : Tembung, 29 September 1997  
Religion : Islam  
Nationality : Indonesia  
Marital Status : Single  
Gender : Female  
Address : Jl. Amat Tirto No.18 Psr x Bandar Khalipah

### **Education Background**

2003-2009 : SDN 104203 Bandar Khalipah  
2009-2012 : MTsN 2 Medan  
2012-2015 : SMAS Dharmawangsa Medan

2015-2019

: Universitas Muhammadiyah Sumatera Utara



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Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Form : K - 1

Kepada Yth: Bapak Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris  
Kredit Kumulatif : 138 SKS

IPK = 3,71

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan Goloh Dekan Fakultas
	Semiotical Communication Interpretation on Erabele and Jokowi Utterances in the Presidential Candidate Debate 2019	
	An Analysis of Illocutionary Act on Sandiaga Uno's Speech	
	An Analysis of Students' Ability in Writing Descriptive Texts	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 25 Maret 2019  
Hormat Pemohon,

Syasia Ayu Wandari

**Keterangan:**

- Dibuat rangkap 3 : - Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Program Studi  
- Untuk Mahasiswa yang bersangkutan



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Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan ini saya:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh  
Dosen Pembimbing

**Mandra Saragih, S.Pd, M.Hum**

Medan, 25 Maret 2019  
Hormat Pemohon,

**Syasia Ayu Wandari**





**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

*Assalamu 'alaikum Wr, Wb*

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

**Semiotical Communication Interpretation on Prabowo and Jokowi Utterances  
in the Presidential Candidate Debate 2019**

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. Mandra Saragih, S.Pd, M.Hum *Ace 01-04-2019 RF*

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 01 April 2019  
Hormat Pemohon,

**Syasia Ayu Wandari**

Keterangan

Dibuat rangkap 3 :  
- Untuk Dekan / Fakultas  
- Untuk Ketua / Sekretaris Prog. Studi  
- Untuk Mahasiswa yang Bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 711 /II.3/UMSU-02/F/2019  
Lamp : ---  
Hal : Pengesahan Proyek Proposal  
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Syasia Ayu Wandari  
N P M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019.

Pembimbing : Mandra Saragih, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 2 April 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Medan, 26 Rajab 1440 H  
02 April 2019 M



Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :  
**WAJIB MENGIKUTI SEMINAR**



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Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)



**LEMBAR PENGESAHAN PROPOSAL**

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

Sudah layak diseminarkan.

Medan, 10 Mei 2019

Disetujui oleh  
Pembimbing

**Mandra Saragih, S.Pd., M.Hum.**

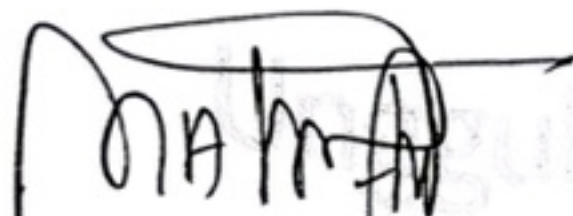
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**BERITA ACARA BIMBINGAN PROPOSAL**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
8/04-2019	Chapter I almost all	RP
26/04-2019	Chapter I Chapter II about Theory	RP
30/04-2019	Chapter II Chapter III	RP
02/05-2019	Chapter III	RP
04/05-2019	<u>Acc</u>	

Diketahui oleh:  
Ketua Prodi

  
(Mandra Saragih, S.Pd., M.Hum.)

Medan, 05 Mei 2019

Dosen Pembimbing

  
(Mandra Saragih, S.Pd., M.Hum.)



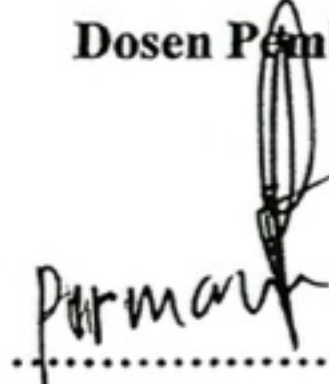
### BERITA ACARA SEMINAR PROPOSAL

Pada hari ~~Selasa~~ Tanggal 14. Bulan D.S.. 2019 telah diselenggarakan seminar prodi pendidikan Bahasa Inggris menerangkan bahwa :

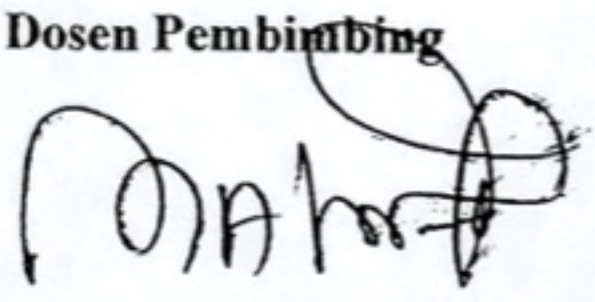
Nama Lengkap : Syasia Ayu Wandari  
NPM : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

No.	Argument/Komentar/Saran
Judul	✓
Bab I	• provide problem
Bab II	writing system
Bab III	why did you apply the research method?
Lainnya	Reference : writing system
Kesimpulan	[ ] Disetujui [ ] Ditolak [ ✓ ] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

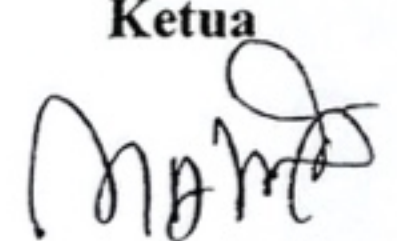
  
Pirman Ginting

Dosen Pembimbing


  
Mandra Saragih, S.Pd., M.Hum

Panitia Pelaksana

Ketua

  
Mandra Saragih, S.Pd, M.Hum

Sekretaris

  
Pirman Ginting, S.Pd, M.Hum



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LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

Pada hari Selasa tanggal 14 bulan Mei tahun 2019 sudah layak menjadi proposal skripsi.

Medan, 13 Juli 2019

Disetujui oleh:

Dosen Pembahas

Pirman Ginting, S.Pd, M.Hum

Dosen Pembimbing

Mandra Saragih, S.Pd, M.Hum

Diketahui oleh  
Ketua Program Studi,

Mandra Saragih, S.Pd., M.Hum.



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Website: <http://fkip.umsu.ac.id> E-mail: [fkip@yahoo.co.id](mailto:fkip@yahoo.co.id)

Jika menjawab surat ini agar disebutkan nomor dan tanggalnya

Nomor : 484/II.3/UMSU-02/F/2019  
Lamp : ---  
Hal : Mohon Izin Riset

Medan, 21 Dzulqaidah 1440 H  
24 Juli 2019 M

Kepada Yth, Bapak Kepala Perpustakaan  
Universitas Muhammadiyah Sum. Utara  
di-  
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Syasia Ayu Wandari  
N P M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitia : Semiotic Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dekan  
  
Dr. H. Elfrianto Nst, S.Pd, M.Pd.  
NIDN : 0115057302  


\*\* Pertinggal \*\*



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Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238  
Website: <http://perpustakaan.umsu.ac.id>

**SURAT KETERANGAN**

Nomor: 2795/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan  
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

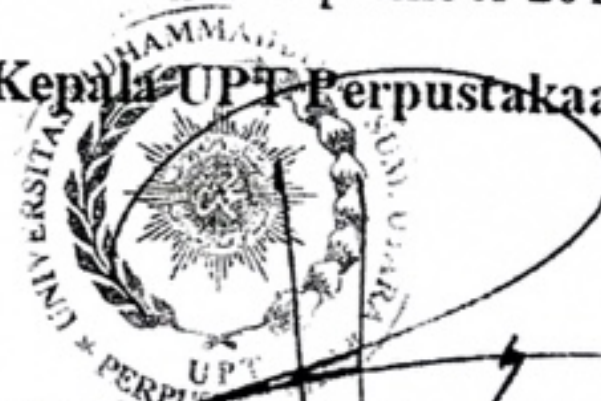
*"Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019"*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 6 Muharram 1441 H  
06 September 2019 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd







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Website: <http://perpustakaan.umsu.ac.id>

**SURAT KETERANGAN**

Nomor: ~~4108~~/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/ P.Studi : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 27 Muharram 1441 H  
27 September 2019 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd

# semiotical communication interpretation on prabowo and jokowi utterances in the presidential candidate debate

*Prima Alhuda*

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**BERITA ACARA**

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I  
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Sabtu, Tanggal 05 Oktober 2019, pada pukul 08.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate

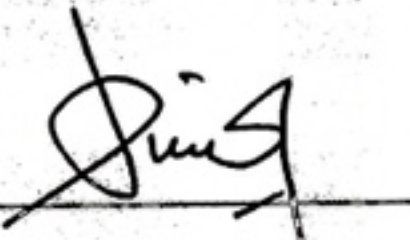


Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

Ditetapkan : ( **A** ) Lulus Yudisium  
( ) Lulus Bersyarat  
( ) Memperbaiki Skripsi  
( ) Tidak Lulus

 Ketua  
 **PANITIA PELAKSANA**  
Sekretaris  
  
Dr. H. Elfrianto Nasution, S.Pd., M.Pd. Dr. Hj. Syamsuyurnita, M.Pd.

**ANGGOTA PENGUJI:**

1. Dra. Diani Syahputri, M.Hum
2. Pirman Ginting, S.Pd., M.Hum.
3. Mandra Saragih, S.Pd., M.Hum.

1.   
2.   
3. 



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Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019

sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Pembimbing

**Mandra Saragih, S.Pd., M.Hum.**

Diketahui oleh:

Dekan  
  
**Dr. H. Elfrianto Nasution, S.Pd, M.Pd**

Ketua Program Studi

**Mandra Saragih, S.Pd., M.Hum.**



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Website <http://www.fkip.umstu.ac.id> E-mail [fkip@umstu.ac.id](mailto:fkip@umstu.ac.id)



**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
30/ 08-2019	chapter II Data collection Data Analysis	
12/ 09-2019	Data Analysis semiological analysis Grammar chapter IV	
23/ 09-2019	chapter IV chapter IV Abstract	
26/ 09-2019	ACC 26/ 09-2019	

Medan, 26 September 2019

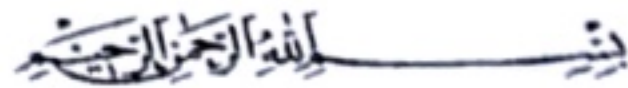
Diketahui oleh:  
Ketua Prodi

(Mandra Saragih, S.Pd., M.Hum.)

Dosen Pembimbing

(Mandra Saragih, S.Pd., M.Hum.)

# SURAT PERNYATAAN



Saya yang bertandatangan dibawah ini :

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 15 Juli 2019  
Hormat saya  
Yang membuat pernyataan,



Syasia Ayu Wandari

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

## **Abstract**

**Wandari, Syasia Ayu. 1402050041. “Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019”. Skripsi, English Education Program of the Faculty of the Teacher Training and Education, University of Muhammadiyah North Sumatera, Medan. 2019.**

This study aims to describe the semiotical communication terms (sign) that was taken from Prabowo and Jokowi based on Saussure’s concept and how semiotical communication can be realized in the presidential candidate debate. This research used descriptive qualitative method. This technique was carried out in analyzing data by Miles and Huberman with the steps were data reduction, data display, and drawing conclusion. The sources of data were obtained from the video which has been published on youtube. The findings of this research showed there were 14 semiotical communication sign that included two types of Saussure’s concept (signifier and signified) in the presidential candidate debate which had their meanings and semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects, included: emotions category, appreciation of opponents, gesture, and rhetoric category.

**Keywords:** *Semiotic analysis, communication, presidential candidate debate 2019*

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This research intended to fulfill one of requirements in accomplishing S-1 degree at English Department of Faculty Teacher Training and Education Muhammadiyah University of North Sumatera. Furthermore in finishing the research entitle "*Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019*", the researcher faced a lot of difficulties and problems and without much help from the following people, it was impossible for her to finish it.

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The researcher realized that her study was still far from being perfect. So, the researcher expected suggestion and comments from all of readers or other researcher who want to learn about this study. May Allah SWT the most almight always bless all of us.

Medan, September 2019

The Researcher

**Syasia Ayu Wandari**  
**NPM: 1502050041**

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Language plays a significant role in communication in which it widely realized by the people in various context such as in speech context, debate context and etc. The use of language was commonly depended on the situations our social context, where it was used dominant determined by the context. In term communication was truely need language variations. There were various language variations in the use of language as a medium of interaction with audiences, certainly not everyone is proficient in using it. But the use of language that was good and easily understood by others will have an impact on communication that goes well too.

As a human who can not live without communication, of course, everyone will be communicate with each other to convey an idea, messages, and information to produce meaning. Communication will be produced a sign, because (Sobur, 2013) argues that signs are the basis of all communication. A sign could be also interpreted as a device used by humans in an effort to try to find a way in the world, in the midst of humans and together with humans. Signs created by humans could be distinguished into verbal and nonverbal. Verbal was the sign produced by the speech tool, while the nonverbal ones are signs that use gestures, sounds, signs made by humans.

Semiotics was the study which explain the study of meaning, also the study of sign process and meaningful of communication. In Saussurean tradition this study called semiology, but in Peirce was called was called semiotics which explain about sign which is nonverbal language. Semioticians classify sign or sign system is relation to the way are transmitted. This process of carrying meaning depends on the use of sign that may be the individual sounds or letters that humans use to form words, the body of movements they make to show attitude or emotion, or even something as general as the utterances they used.

To explain the relationship between semiotics and communication studies, communication was defined as the process of transferring data or meaning form a source to a receiver. There are several founder of semiotic approach Ferdinand de Saussure which contributions to the study of semiotics were mainly his famous didactic concepts, with which his line of thought reaches XXI century with value and critics: Language-speech, signifier-signified, syntagm-paradigm and the name of semiology, the discipline which Saussure helped to create.

The basic of semiotics were message and code, the only way message can be sent from one person to another person is using code. There were two process of code, encode and also decode. Encoding the process of changing thoughts or communication into messages. While decoding was the opposite of encoding, namely the process of reading the message and understanding the meaning. So to convey the arguments when the debate takes place, they must be understand encode, decode and also a message of each candidate convey. This is to make the

audiences did not have different perceptions about the implied meaning in the presidential candidate debate 2019.

It could be seen from the second debate when Jokowi ask Prabowo about infrastructure, the question is “what infrastructure that will you build to support the development of Indonesian unicorn?” but Prabowo asking back, it looks like he did not understand what unicorn means. Even though, there was a semiotic meaning of Prabowo and Jokowi utterances that not everyone knows. While to convey the argument we should know the message and code, but in the fact so many people did not understand the meaning and it will make arise multi-interpretation from the audiences because they do not know what the speaker intend to convey to the public.

Based on the phenomenon and theory that have been stated above, the researcher was really interested to investigate the intended meaning of symbols through utterances and also the relation of semiotic with communication in the Presidential Candidate Debate 2019. This research aims; seeks to unravel the meaning of Prabowo and Jokowi utterances with Ferdinand de Saussure theory. About this research is expected to give valuable knowledge of semiotic communication theory.

## **B. Identification of the Problem**

The problems of this research could be identified as follows:

1. The intended meaning of symbol through utterances by Prabowo and Jokowi in the Presidential Candidate Debate 2019.
2. The relation between semiotic and communication.

## **C. Scope and Limitation**

The scope of this study would be mainly focused on semiotic, and it would be limited on the study of “semiotical communication type on Prabowo and Jokowi utterances in the Presidential Candidate Debate based on Saussure’s concept (*signifier and signified*)”.

## **D. Formulation of the Problem**

The problem of the research were formulate as follows:

1. What semiotical communication type of Prabowo and Jokowi utterances in the presidential candidate debate 2019 based on Saussure’s concept?
2. How were semiotical communication type realized by Prabowo and Jokowi in the presidential candidate debate 2019?

## **E. Objective of the Study**

There were two objectives of the study, namely:

1. To investigate semiotical communication types were used by Prabowo and Jokowi in the presidential candidate debate 2019.

2. To investigate how were semiotical communication realized by Prabowo and Jokowi in the presidential candidate debate 2019.

#### **F. Significant of the Study**

Significant of the study that could be obtained from this research were:

##### **1. Theoritically**

The analysis of this research was expected to be able to give significance for the readers. The significance was to enrich sign which used by Prabowo and Jokowi and also hopes that this paper will give a contribution in Semiotic study. Especially in Diadic model sign by Ferdinand de Saussure.

##### **2. Practically**

The researcher hopes this analysis would be useful for the readers expect to give scientific understanding about semiotical communication who the student do not know or have not knowledge about it yet. For the lecture, as a contribution for them to enrich the number of studies about semiotical communication and also for the library, as a source of information for those who need the example of research especially in the field of semiotical communication.

## CHAPTER II

### THE REVIEW OF RELATED LITERATURE

#### A. Theoretical Framework

##### 1. Semiotic

In the linguistic and communication studies, surely it is certain that these two famous figures. Ferdinand de Saussure (1857-1913) are a linguist came from Switzerland and also Charles Sanders Peirce (1839-1914) the American Philosopher and they are called *the father of modern semiotics*. Semiotics as a study of sign is rooted from structuralism proposed by Ferdinand De Saussure as the father of modern Linguistics and the founder of semiotics which has given the inspiration to semiotic science. In the research of semiotics, Saussure gives the foundation system of language. Ferdinand De Saussure, quoted by Guiraud, defines semiotics as:

*“Language is a system of sign that express ideas, and is therefore comparable to writing, to the deaf mute alphabet, to symbolic rites, to codes of good manners, to military signal, etc. It is simply the most important of these systems. A science that studies the life of signs in society is therefore conceivable: it would be a part of general psychology: we shall call it semiology (from the Greek Semeion, sign). Semiology would teach us what sign are made and what laws govern their behaviour. Since that science does not exist, no one can say quite what it will be like, but it has a right to exist and it has a place staked out in advance. Linguistics is only a part of general science of semiology: the laws discovered by semiology will be applicable to Linguistics, and the latter will therefore find itself linked to a well-defined are within the totality of facts in the human science.”*

From explanation above, Saussure use the term of Semiology, then Peirce called Semiotics. Both of term is similar, now both of words are synonymous. According to Saussure, the production of meaning depends on the language,

because language is the system of sign, language is one of the instrument to communicate.

“According to Sobur (2009: 123) semiotic defined by Ferdinand de Saussure (1983) in course in general linguistic, as “the science review about signs” as part of the social life. In the other side according to Roland Barthes is the study of the form. This study examines the significance that separated from the content. Semiotic is not only researching on signifier and signified, but also relationship that bind them the sign a binding overall”.

If language is a means of communication, then signs as various forms of symbolic language are, indeed, communicative features, which According to Mahmud (2004 & 2013) constitute the extralinguistic elements of communication. According to her, non-verbal features of language process form part of what the receiver uses to interpret the message of the sender. Peirce further declares that “nothing is a sign unless it is interpreted as a sign”. Anything can be a sign as long as someone as interprets it as ‘signifying’ something-referring to or standing for something other than itself (Chandler, 2007). This means that the meaning of signs has to be learnt, and their values can change, depending on the context in which they are used or situated. As Wales (2001) observes, the fact that the values of signs can change overtime further indicates the arbitrariness in the relationship between the signifier or significant and the signified or signifie. Signs are codified symbols in form of materials, gesture, visuals and linguistic elements fused to form meaningful expressions of thought and ide through connectivity.



## 1.1 Semioticians and his Theory

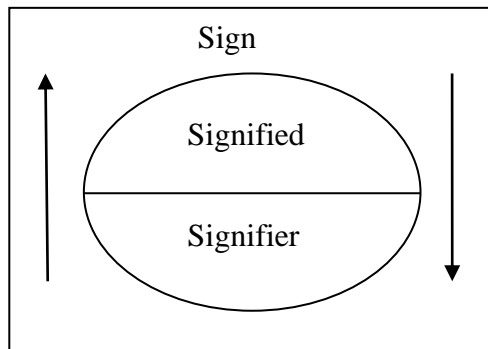
### 1. Ferdinand de Saussure

Ferdinand de Saussure, is well known as the father of modern linguistics and the founding father of structural linguistics in Europe. Saussure was born in Geneva in 1857, studied mainly in Germany, taught for a number of years in Paris, and then returned to the University of Geneva in 1881 and died there in 1913. His important work, not in his detailed explanation in linguistics, but in his general view of representation and the way his model of language shaped the semiotic approach to the problem of representation in a wide variety of cultural fields.

There are 3 concepts distinguished from Saussure according to his course in *General Linguistics* book as the fundamental concept of the structural semiotic approach, between *a) signified and signifier, b) langage, parole and langue c) synchronic and diachronic.*

- a. Saussure defined the linguistic sign as two-sided entity. One side of the sign was what he called the signifier. A signifier means the thoroughly material aspect of the sign. If one feels one's vocal when speaking, it is clear that they are made from vibrations (which are undoubtedly material in nature). Saussure describes the verbal signifier as a sound-image. Inseparably from the signifier in any sign, engendered by the signifier is what Saussure calls the signified as the mental concept. The word "dog" in English made up the signifier /d/, /o/, and /g/, what is engendered for the hearers is not the real dog but a mental concept of "dogness". These two inseparable sides of the signified

(mental concept) and the signifier (material aspect) are described as the following diagram:



(Figure 1. The Meaning types of Saussure's concept)

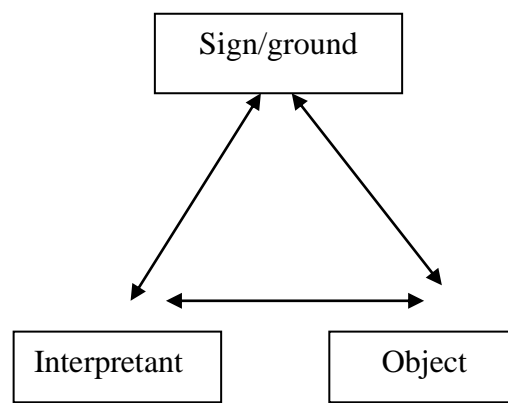
- b. The general phenomenon of language (in French, *langage*) is made up by two factor, between *parole* (individual acts of speech) and *langue* (a system of difference between sign).
- c. According to Saussure, the linguistic research must concern in *synchronic* aspect before *diachronic* aspect. Saussure describes this vital distinction as: "Synchronic linguistic will be concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. Diachronic linguistic, on the contrary will study relations that bind together successive terms not perceived by the collective mind but substituted for each other without forming system.

## 2. Charles Sander Pierce

Charles Sander Pierce is the founder of the philosophical doctrine as pragmatism, he defines a sign in the term of semiotic as "something which stands to somebody for something in some respect or capacity" in this term, Pierce determine the subject of the sign as the part that unspared from the process of

the signification. The triadic model of Pierce are (representament + object + interpretant = sign), show the important role of the *subject* in the language transformation. The sign according to Pierce is which stand in the process of the unlimited semiosis, or the process of the unlimited semiosis series, which creating the interpretant in the newest form.

The triangle model or the semiosis by Pierce:



(Figure 2. The Meaning concept from Pierce)

In the other name, a *sign* is a firmness which stand in such a genuine triadic relation to a second, called it *object*, as to be capable on determining the thirdness, called *representament*. From this triadic model, Pierce determines the sign classification. Ground or a sign itself classified into Qualisign (quality on sign), Signsign (actual event on sign) and Legisign (a role or norm or a habit on sign)

Based on its object, Pierce classified a sign into icon (the connection between sign and object because its similarities), index (the connection between sign and object its causalities and effect) and symbol (the connection between sign and object because the convention on the social agreement). On the interpretant, a sign classified on Rheme (a sign interpreted to represent based on the choices),

Dicisign(a sign interpreted to represent based on the fact), and the argument (a sign interpreted to represent on the reason on something else).

**a. Models of Semiotic**

According to Hoed (Sobur, 2006:15) there are two types of semioitic studies:

a. Communication Semiotic

Communication semiotics emphasizes the theory of sign production, one of them assumes six factors in communication, namely: sender, receiver code, message, communication channel and reference.

b. Significance Semiotic

Significance semiotics emphasize sign theory and its understanding in a particular context. In the second type, there is no question about the purpose of communicating, on the contrary, the priority is in terms of understanding a sign so that the process of cognition in the recipient of the sign is more concerned than the communication process.

**b. Components of Semiotic**

According to (Danesi, 2004) the basic components of semiotics consist of: messages, signs and meanings.

a. Messages

In contemporary semiotic theory, such “larger Xs” are called texts, rather than simply signs; and the meanings, or “larger YS” that they encode are called messages. The term text embraces such things as conversations, letters, speeches,

poems, myths, novels, television programs, paintings, scientific theories, musical compositions, and so on

b. Signs

A sign is anything—a color, a gesture, a wink, an object, a mathematical equation, etc.—that stands for something other than itself. The word red, as we saw, qualifies as a sign because it does not stand for the sounds r-e-d that comprise it, but rather for a certain kind of color and other things.

c. Code

The signs that we use to make messages are not randomly chosen structures. When we enter into a conversation, for example, we will be able to encode and decode messages only if we know the language used. Language is a system that provides the structures and specifies the relations that these bear to each other for the purpose of making messages. But messages can also be made with music, painting, and other kinds of nonverbal systems. The term used in semiotics to refer to all such systems is code. Language, dress, music, and gesture are examples of codes. These can be defined as systems of signs (verbal, visual, gestural, etc.)

**c. The Study of Sign**

There are some definitions of signs according to any experts, namely:

- a. According to (Sobur, 2013:15) signs are all the basis of all communication, humans with intermediaries can communicate with each other.
- b. According to (Nurgiyantoro, 2000:40) what is called a sign is everything that represents something else, can be experiences, thoughts, ideas and others. That

sign can be the form of limb movements, eye movements, writing forms, colors, flags, shapes, and pieces of houses, clothes, works of art: literature, painting, sculpture, film, dance, music and others that are around life.

- c. According to (Santosa, 1993:4) signs are part of semiotics that marks something or condition to explain inform object to the subject. In this case, the sign always show something tangible, for example, object, events, writings, languages, action, and other forms of sign. Signs made by humans refers to something that has limited meaning and only refers to certain things

Saussure's definition of the sign laid down the course that semiotic inquiry was to take during the first half of the twentieth century. He defined it as a form made up (1) of something physical-sounds, letters, gestures, etc. Which he termed the signifier; and (2) of the image or concept to which the signifier refers-which he called the signified. He then called the relation that holds between the two signification. Saussure considered the connection between the signifier and the signified an arbitrary one that human beings and/or societies have established at will. To make his point, he reasoned that there was no evident reason for using, say, tree or arbre (French) to designate an arboreal plant. Indeed, any well-formed signifier is one that is consistent with the orthographic, phonological, or other type of structure characteristic of the code to which it appertains (tree is well formed in English; tbky is not)

#### **d. Semiotic of Language**

The study of language has been heavily influenced by semiotics and viceversa. In this book, we do not have sufficient space to elaborate on linguistic theories, but it is important to know something about the structure of language as it influences messages. Ferdinand de Saussure is the modern founder of structural linguistic and made substantial contributions to the structural tradition in communication. Saussure teaches that signs, including language are arbitrary. He notes that different languages use different words for the same thing and that there is usually no physical connection between a word and its referent. Therefore, signs are conventions governed by rules. Not only does this assumption support the idea that language is a structure, but it also reinforces the general idea that language and reality are separate. Saussure, then sees language as a structured system representing reality.

*Language forms*, Saussure believe that linguistic researchers must pay attention to language forms, such as speech sounds, words, and grammar, because although language structure is arbitrary, language use is not. It requires established conventions. In other words, you can not choose any word you wish to express meaning nor can you rearrange grammar at a whim if you wish to be understood. Language described in structural terms, then is strictly a system of formal relations without substance. Only when meanings are attached to the structural features of language does it come to represent something.

*Linguistic*, for Saussure is the study of language, not parole. “Taken as a whole, speech (parole) is many-sided and heterogeneous; straddling several areas

simultaneously. We can not put it into any category of human facts, for we can not discover its unity. Language, on the contrary is a self-contained whole and a principle of classification. We can not, then have speech without language, but speech is less regular and more variable than the formal system of language from which it derives. In other words, when you speak you are using language, but you are also adapting it-using speech- to enable you to achieve communication goals.

*Beyond semiotics*, Structural analysis by itself did not prove powerful in explaining human use of language. Consequently, linguist and communication scholars have moved beyond the structural approach. Specifically, two general trends can be noted. The first is the shift to cognitive studies of language development and language use, one example of which is generative grammar is actually more akin to the sociopsychological tradition than to the semiotic one.

### **3. Communication**

Communication is the way people can interact, and how people develop an understanding for how the world works. Communication theory takes this perception of the world and looks at it from all angles of the interaction. Foss and Little John (2011) provided a more technical definition of communication theory as “a unified or coherent body of propositions that provide a philosophically consistent picture of a subject.

Communication has been called the most practical of the academic disciplines. Even the most theoretical and philosophical communication scholars are also practitioners of communication, and even though you have likely never taken another communication studies class, you have a lifetime of experience



communicating. This experiential knowledge provides a useful foundation and a starting point from which you can build the knowledge and practice the skills necessary to become a more competent and ethical communicator.

According to Stewart L Tubbs and Sylvia Moss (Mulyana, 2004: 69) communication is a process of forming meaning between two or more people. Communication are used as a tool to convey messages, both delivered verbally and non-verbally. In the Laswell communication model, communication can be done if it is not fulfilled, communication, messages (media or writing), media, communicants and effects (Sumartono, 2004: 4).

#### **a. The Elements of Communication**

According to Jakobson (1963) there are six elements of communication, namely:

##### **1. Context**

Context, means communication does not take place in a vacuum. The context of any communication act is the environment surrounding it. This includes, among other things, place, time, event, and attitudes of sender and receiver. Context is the circumstances surrounding a message. The circumstances might include the setting, the value positions of the people, and appropriateness of a message. This means considering your audience, the forum under which you are speaking, the era, and accepted norms.

##### **2. Message**

Message is the information that the sender wants to relay to the receiver. Additional subtext can be conveyed through body language and tone of voice. Put

all three elements together-sender, receiver, and message-and you have the communication process at its most basic. A message (verbal or nonverbal, or both) is the content of the communication process.

### 3. Sender

Sender has some kind of information- a command, request, question, or idea-that he or she wants to present to others. For that message to be received, the sender must first encode the message in a form that can be understood, such as by the use of a common language or industry jargon, and then transmit it. Sender is the source of the message or the person who originates the message and sends it to the receiver.

### 4. Receiver

Receiver is the person to whom a message is directed is called the receiver or the interpreter. To comprehend the information from the sender, the receiver must first be able to receive the sender's information and then decode or interpret it. The receiver prejudices the topics as too bring or difficult to understand and does not attempt to understand the message, and close -minded and unreceptive to new and different ideas.

### 5. Channel

Channel is that which is responsible for the delivery of the chosen message form. For example post office, internet and radio. Means through which people is an organization to communicate. It refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking. Channel

is used to convey an information signal, for example a digital bit stream, from one or several senders to one or several receiver.

## 6. Code

Code is a system of rules to convert information- such as a letter, word, sound, image, or gesture- into another form or representation, sometimes shortened or secret, for communication through a communication channel or storage in a storage medium. An early example is the invention of language, which enabled a person, through speech to communicate what they saw, heard, felt or thought to others.

A message is sent by the addresser (a sender) to the addressee (a receiver). The message can not be understood outside of a context. "A Code" should be common fully or at least partially to the addresser and addressee. A contact which is physical channel and psychological connection between addresser and addressee is necessary for both of them to enter and stay in communication.

### **b. Communication Theory and Harold Lasswell Model**

In communication studies, there are two attitudes that have their own characteristics:

- a. A process of transformation school in which communication is defined as the transmission of messages. This school addresses the issue that how senders and receivers encrypt and decode as well as how they transmissions, channels and communication media. In the process school, the communication is the process by which a person affects the behaviour or mentality of another.

b. The school of semiotics: in the school of semiotics or the exchange of meaning, communication is production and exchange of meaning. From this point of view, the message is something that the sender applies all purposes on it. He studies communication for this school, the study of text and culture, and its main methodology is semiotics. This school studies the effect of communication and focuses on linguistics and artistic subjects.

**c. Communication Theory and S. L Tubbs Model**

According to S. L Tubbs there are extensive types of communication models that exist within the literature including Shannon-Weaver, Osgood & Schramm Circular Model, Gerbner's General Model, etc. This paper builds upon the Tubbs Communication Model due to its generalizability across communication settings. The Tubbs Communication Model focusses on the principles and contexts of communication and exemplifies the most basic human communication even that involves just two people (Tubbs & Moss, 2010).

The model includes Communicator 1 (the sender/receiver) and Communicator 2 (the receiver/sender). Tubbs and Moss (2010) describe both Communicator 1 and Communicator 2 as sources of communication since each originates and receives messages simultaneously. These messages are transmitted verbally and/or nonverbally. Tubbs and Moss (2006) provide the following definitions for types of messages:

a. Verbal

Verbal communication is any type of spoken communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussion, presentations, and conversations. The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation.

b. Nonverbal

Nonverbal communication is the process of sending and receiving messages without using words, either spoken or written, also called manual language. Similar to the way that italicizing emphasize written language, nonverbal behavior may emphasize parts of a verbal message. Nonverbal message have been recognized for centuries as a critical aspect of communication.

While communicator 1 originates the message, the transmittal of the message may be affected by the communication channel. Therefore, it is important that administrators and faculty are aware of the communication channels that are typically incorporated into educational programs and courses. Channels include face-to-face (sensory), organizational, and mass communication. Organizational communication channels may include email communication include television, newspaper, radio, etc.

**a. Verbal Communication**

According to Michael Hole (2013) “Verbal communication is any message sent through language”. The channel or medium of the message does not matter.

Verbal communication can be a face to face interaction, over the phone, through email, or sent through a text message, just as long as language is involved. Verbal communication is more of a straight forward form of communication, because the language you use helps the receiver decode the message. The language the participants choose to use will directly shape the interpretation of the interaction. Additionally, the effectiveness of the communication process can be weak if the two communicators do not have the same perception of reality.

Language can be arbitrary. For example, if the communication participants are watching a football game and discussing the players positions, but the receiver does not know the names of the individual positions on the field, it could cause many frustrations. It would be confusing for the receiver if the sender of the information used the denotation of the positions. Instead of saying the Quarterback, the sender of the information may choose to say “the guy that throws the ball or hands the ball off to other players”. This provides more description and helps both parties develop a mutual understanding. Essentially, our prior knowledge based on our experiences and perceptions shape the language we use, which directly transforms communication.

#### **b. Nonverbal Communication**

The second way a message can be sent is nonverbally. According to Michael Hole (2013) “Nonverbal communication is a process that must be done in person. Nonverbal communication is based on the body posture, gestures, face, smells, and anything that does not use language in human communication”. It is constant, because our bodies are always in action, other people can look at us to

gain information about us. If a sender is trying to deliver a persuasive message in business, but has droopy eyes, wearing raggedy clothes, and smells bad, the receiver will not decode that “persuasive” message as persuasive, due to the poor nonverbal communication. Additionally, nonverbal communication is irreversible. Using the same example, once we choose to wear that raggedy shirt and people form a perception of our life choices, they can not form a new first impression or try to accept the communication as persuasive, because they have already dismissed it.

Finally, nonverbal communication may help assist verbal communication. For example, if you are again trying to describe the Quarterback on the field, you may point directly to the player in that position. When you say, “the guy that throws the ball or hands the ball off to other player”. While gesturing a throwing motion, this will help emphasize the communication. It will provide a further visualization for the language sender choose to use.

#### **d. Language**

Language is actually an inseparable unity between the marker and the referent. The markers are who markers and something that is absorbed and observed immediately. Sign of language consists of elements that give meaning and elements that are interpreted, by combining these two elements can say something about things that are in reality (Luxemburg, 1989:36)

Saussure (Eagleton, 2006:139) views language as a sign system, which must be learned synchronically, meaning that it is studied as a complete system at

one time and not diachronically in the development of history. Every sign must be seen to consist of a marker and a sign.

Language is using to communicate between one people and others people. Language is like an idea, emotions, and desires that can be produced some symbols. According to Verderber (1999, p. 52) language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition.

There are the uses of language as follows (Verderber, 1999, p. 52):

- a. We use to designate, label, define, and limit. As we use language we not only designated and define, we also limit meaning that will be understood.
- b. We use language to evaluate. Because there is an evaluate component to much of our language choice, we need to select our words carefully so that we do not unintentionally offend others.
- c. We use language to discuss things outside our immediate experience. Language enables us to speak hypothetically, to talk about past and futur events, and to communicate about people and things that are not present.
- d. We can use language to talk about language. We can use language to discuss how we phrased a question and whether better phrasing would have resulted in more precise question and thus a more informative answer.

Furthermore Richards and Platt (1992, p. 196) state language the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units. Then, language is any particular



system human communication. Sometimes a language is spoken by most people in a particular country, but sometimes a language is spoken by only part of the population of a country.

On other hands, Halliday (2003, p. 2) defines that a language is a system of meaning- a semiotic system. A language is almost certainly the most complicated semiotic system we have. From the explanation above, it can be concluded that language is used to communicative between a human and another human by using an idea, emotions, and desires that can be produced some symbols. They use the language for communicating with the people of the same community or nation, the same geographical area, or the same cultural tradition.

#### **d. Previous Relevant Studies**

The role of semiotic used in communication has been done a series of research have been done by some researcher who used semiotic communication. Previous study is given to show the similarity and difference between this research and another research. These studies have been reviewed and the result of the previous studies presented as follows:

Mimas dkk (2018) in their international journal “Text of Cyber Related Crime in Indonesia: Semiotics Roland Barthes Study”. From the result they examined that there are many signs in the text of insult and defamation directed by the head of state. They consider blasphemy, insult to the symbol of the state is a natural thing and does not result in legal problems. This was done because they felt dissatisfied with the government’s performance. They use Roland Barthes theory to find denotation marks, connotation marks and the meaning of myth in

the cyber related crime text. While my research is about semiotical communication interpretation on Prabowo and Jokowi utterances in the Presidential Candidate debate 2019. Which in the debate, they still use a lot of symbols that make the audiences are difficult to understand what they are referring to. While the theory that the writer use is Ferdinand de Saussure theory. The researcher tries to find the signifier and signified on Prabowo and Jokowi utterances in the Presidential Candidate Debate 2019. The relevant of their research and what I will examine is similarly. Because our research states that language and communication are parts of signs that can be examined.

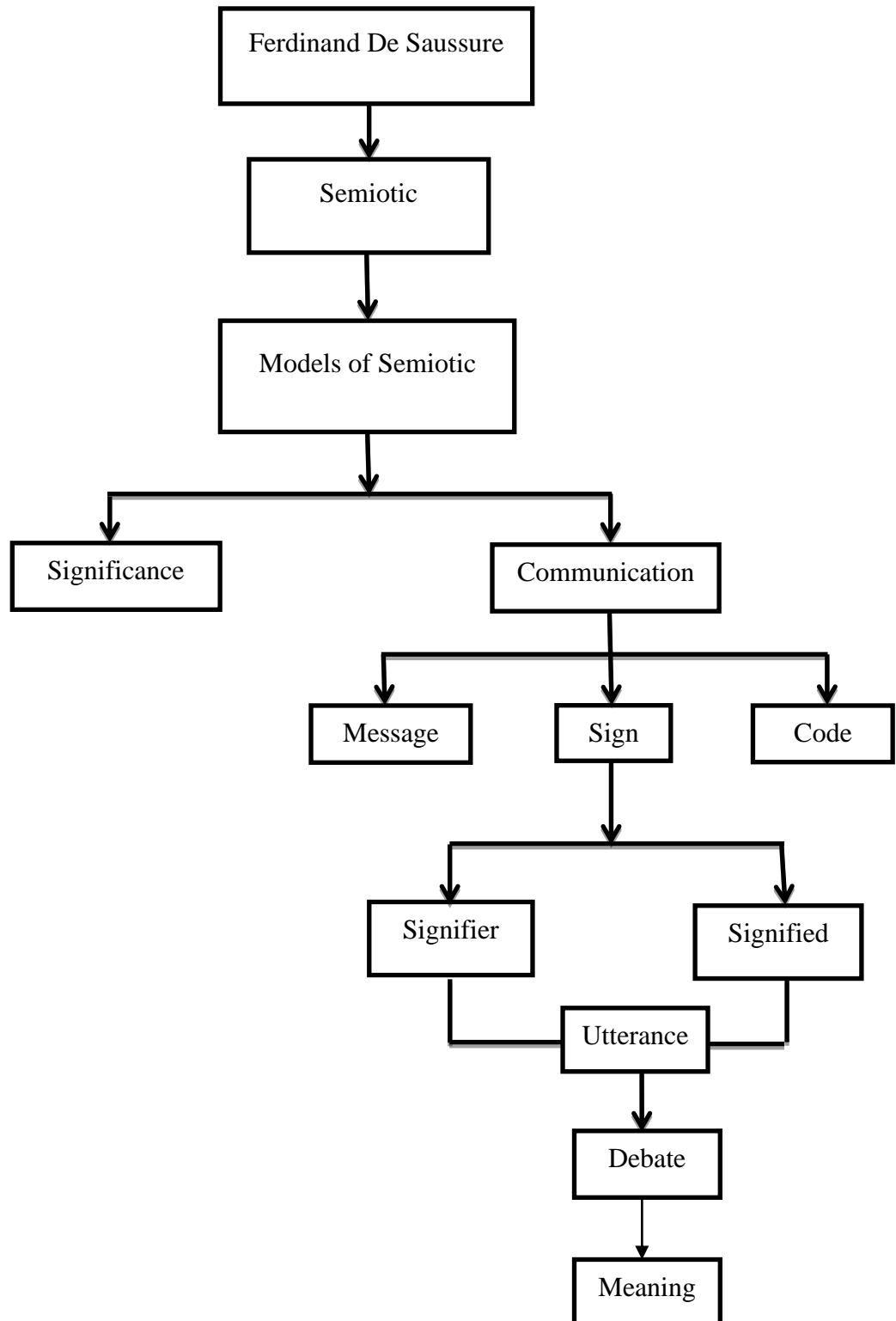
Erton (2018) in his International Journal “The Essence of Semiotics as a Mediator of Communication and Cognition” From the result he examined that the capacity of an individual reflects the effective and efficient usage of pragmatic competence in which the language user has the awareness of sociocultural and anthropological conventions processed and produced in the course of communication. So this research to identify, decode and proceed utterances in a systematic mixture of psychological, physiological, sociological and anthropological procedures, in which non-verbal expressions appear as signs and symbols to communicate information. But in my research entitled “Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate” not only examine nonverbal expression as a sign but also verbal expression. Because both are part of communication that can produce a sign. Both of the research claims that semiotic as a mediator of communication.

### **e. Conceptual Framework**

The relational that the researcher took to take the utterances in the presidential candidate debate as to the object of the research because the debate is one part of communication, where its existence is increasingly important to the public as time goes on. The information has become an important requirement for human life. So it is not wrong if debate to be able to give an influence to the audience. With this influence, the debate can include special values or messages to the public. The debate in the context of communication becomes one of the media to convey a message, whether it is verbal or nonverbal messages.

A semiotic theory that the researcher used is Ferdinand de Saussure semiotic theory. In his theory, Saussure developed semiotics into two entity namely; signifier and signified. In the basic of semiotic book, that Saussure defined the linguistic sign in two side entity, on side of the sign, was called the signifier than the other side called the signified. A signifier is the thoroughly material aspect of sign and signified is the mental concept of sign (Saussure, 1967

Figures 3. Conceptual Framework



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

The study of this research was conducted by applying Descriptive Qualitative method which is mainly aimed to investigate the relation between semiotic with communication and also types of semiotical communication meaning on Prabowo and Jokowi utterances in the Presidential Candidate Debate based on Ferdinand de Saussure theory.

#### **B. The Source of Data**

The source of data in this study were obtained from the video which has been published on youtube. Where in the debate there are a segments and the utterances of Prabowo and Jokowi in the presidential candidate debate and it will be the research of data.

#### **C. Technique for Collecting Data**

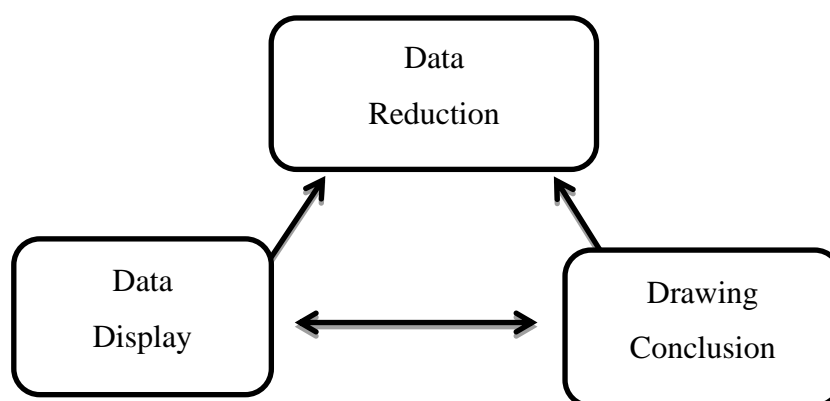
Documentation methods will be applied in collecting data. This methods will use because the data in this research will be written source. They were several steps in collect the data:

1. Watching the video of presidential candidate debate carefully and repeatedly.
2. Transcribe the script that relevant with component of semiotical communication in the video of presidential candidate debate 2019
3. Make the note taking sheet to mark the component of semiotical communication that exist in the presidential candidate debate 2019.

#### D. Technique of Analysing Data

This data would be analyzed which involve for three steps, namely: 1) Data Reduction, 2) Data Display, 3) Conclusion: Drawing/veryfying (Miles and Huberman, 2014).

(Figures 4. Technique of Analysing Data)



Source: Miles and Huberman (Miles, Huberman 2014:14)

The procedures in conducting the analysis were as follow:

##### 1. Data Reduction

The first step in analyzing qualitative data involves data reduction. Data reduction means summarizing, choose the basic things, focusing on important things, look for themes and patterns (Sugiyono, 2017).

Firstly, the researcher collected the data about semiotical communication through documentation. Then, the researcher transcribed the data. The irrelevant data questions were discarded. The irrelevant data is the data no relation with the theme of the study but related to the research. Next, after collecting and reducing the data, the researcher displayed those data in the form of descriptive.

## 2. Data Display

The second step is data display, which is an organized, compressed assembly of information that permits conclusion drawing and the action (Miles and Huberman, 2014). In the process of the reducing and displaying the data, it was based on the formulation of the research problem. The formulation of the research problems are: 1) What kind of Saussure's concept of semiotic are used by Prabowo and Jokowi in the presidential candidate debate 2019? And 2) How are the Saussure's concept of semiotic realized by Prabowo and Jokowi in the presidential candidate debate 2019? This step is done by representing a set of information that is structured and possibility of drawing conclusions, because the data obtained during the process of qualitative research usually in the form of narrative, thus requiring simplification without reducing its contents. After displaying the data, a conclusion is drawn.

## 3. Conclusion: Drawing/Verification

The third step of qualitative data analysis is conclusion drawing and verification. From the start of data collection, the qualitative is beginning to decide what things mean is noting regularities, patterns, explanations, possible configurations, causal flows, and propositions. Conclusion are also verified as the analys process. The conclusion drawing is started after the data were collected by making temporary conclusion. In other words, it can be said that the conclusion is analyzed continuously to get the perfect conclusion about the component of semiotical communication in the presidential candidate debate 2019.





## CHAPTER IV

### DATA AND DATA ANALYSIS

#### A. Data Collection

The data was taken from the video which has been published on youtube, and all data were collected by Miles and Huberman theory: Data reduction, data display, and drawing conclusion. The data of this research were 14 semiotical communication terms (sign) that was taken from Prabowo and Jokowi utterances in the Presidential Candidate Debate.

##### a. The Detail Data are Presented in Appendix.

Table 4.1

Prabowo and Jokowi utterances in the Presidential Candidate Debate

No	Semiotic	
	Jokowi	Prabowo
1	191 thousand roads	15 thousand workers
2	58 thousand irrigation units	Indonesian unicorns
3	B20 and B100	12 thousand of certificate land
4	30 percent of total production	Artificial Intelligence (AI)
5	220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh	4.0 Revolution
6	Seven thousand foreign ships	B90
7	10 GT	
8	51 percent of Freeport	
9	In 2014 imports 2,5 million tons, then in 2018 imports only 180 thousand tons.	
10	Indonesia unicorns	

## **B. Data Analysis**

The data were analyzed based on the types of Saussure's concept, there are signifier and signified. The analysis was conducted to determine the semiotical communication types and to find the meaning every utterances from Prabowo and Jokowi used in the presidential candidate debate 2019. All the data analysis can be seen below.

### **1. Types of Saussure's Concept in the Presidential Candidate Debate**

There are two kinds of Saussure's concept were found in the Presidential Candidate Debate 2019, namely signifier and signified. Signifiers which are sound, images or linguistic signs and what they are signifying, while signified is the idea or concept of the thing that indicated by the signifier. The data of semiotical communication type that was taken from Prabowo and Jokowi can be seen below.

1. *“Kita telah bangun 191 ribu jalan yang bermanfaat bagi para petani. Sebanyak 58 ribu unit irigasi” (“We have built 191 thousand pathways that are beneficial for farmers. A total of 58 thousand irrigation units.”)*

This utterance was taken from Jokowi as the president. He said that as long as he leads, he has built 191 thousand roads and 58 thousand irrigation units. It means, he is going to say strongly statement that states he has been successful as the president that related to the infrastructure development. If viewed from the theme between infrastructure and environment, he wants to correlate two of several these themes. So for the future, he hopes that the road construction can be more efficient in the use of fossil energy.

2. *“Supaya Pak Prabowo juga tahu, kita telah memulai B20 dan sudah berproduksi 98 persen dari yang kita harapkan. Kita sekarang menuju B100.” (So that Mr.Prabowo also knows that we have started B20 and have produced 98% of the expected amount. Now we are heading to B100.)*

This utterance was taken from Jokowi as the president. The president said that he has started B20 and has produced 98 percent of the expected amount and soon will be heading to B100. It means, he is satisfying his opinion to the presidential candidate regarding the work plan that he would do during his government. It shows that there is something that is rather difficult to achieve, because within 5 years he has only served until B20 and it has reached 98%, then is it possible that in 5 years it could be B100 from the previous one. 98% means that the expectation is only 2%, so how can B20 to B100 range only 2% and it's look like impossible.

3. *“Sehingga kita harapkan 30 persen dari total produksi akan masuk kepada biofuel.” (“So, 30% of the total production is expected to go to biofuel, so we won't depend on imports.”)*

This utterance was taken from Jokowi as the president. He said that the total production is expected to go to biofuels as much as 30 percent. It means, he told the public about a new program that wants to be made for the utilization of Indonesian natural products in order to reduce fuel imports, if this program is successfully carried out, it can be create a breakthrough where Indonesia which is rich in soil fertility can process related to fuel, which aims to reduce dependence on fossil fuels. With this blending, diesel fuel import will automatically be reduced, because it is filled with oil palm (B100), and he hopes not to depend on imports, but actually it just the implicit meaning that he want to export palm oil

products because Indonesia won the anti-dumping accusation (selling the oil abroad is cheaper than selling expensive domestically).

4. *“Pada tahun 2014 3,5 juta jagung yang di impor, di tahun 2018 hanya 180 ribu ton.” (“In 2014 3,5 million corns are imported, reduced to 180 thousand tons in 2018.”)*

This utterance was taken from Jokowi as the president. He said that the imports of corns by 3.5 million were reduced to 180 thousand tons. He thinks that showing the data where corn imports are decreased is something to be proud of. Whereas that should be a mistake, because generally corns are no longer being often consumed, rice is the main consumption instead, and he bragged about decreasing the import data. Meanwhile, there are many corn farmers in Indonesia, why don't we be the one to export? Because there are many corn farmers selling their corns in markets and those corns end up only being chicken food.

5. *“Saya tahu Pak Prabowo memiliki lahan yang sangat luas di Kalimantan Timur sebesar 220 ribu hektar juga di Aceh Tengah 120 ribu hektar.” (“I know that Mr. Prabowo has a vast land area of 220 thousand hectares in East Kalimantan also 120 thousand hectares in Central Aceh.”)*

This utterance was taken from Jokowi as the president. He said that he knows if the presidential candidate had 220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh. Means that, he is giving a satirical statement and wants to bring down or attacked the opponent that related to the land managed by Prabowo. Actually he want the citizens knows that Prabowo has a lot of land in Indonesia but the controlled by himself and the results are managed for himself too.

6. *“Dalam empat tahun pemerintah telah mengejar tujuh ribu kapal asing yang melakukan illegal fishing. Ada 488 kapal yang kita tenggelamkan.” (“Within 4 years the government has chased after 7 million foreign ships doing illegal fishing. There are 488 ships we sunk.”)*

This utterance was taken from Jokowi as the president. He said that his government has chased seven thousand foreign ships that were doing illegal fishing. Within 4 years shows the amount of ship sunk due to illegal fishing. In fact, this is stated in Law Number 45/2009 about fishery. Ships that are proven of stealing fishes in Indonesia are assumed to be perpetrators, because those ships have nationality, so those ships won't be seen merely as crime evidence. Susi Pudjiastuti as the minister only executes the court decree of ship extermination by sinking it. There are 488 ships sunk as Mr. Jokowi has mentioned, this will leave a deterrent to other fish thieves.

7. *“Untuk nelayan yang memiliki bobot 10 GT ke bawah tidak pakai izin lagi.” (“For those fishermen that weigh down to 10 GT no longer require any permission.”)*

This utterance was taken from Jokowi as the president. He said that for small fishermen who have a weight of 10 GT can go to sea without permission. This means that, the reason is to ease small fishermen to fish in Indonesia without worrying about the rules and the feasibility of the ships. Ship ability of under 10GT is the lowest, then why did Jokowi release the ship's permission? Because it is clear that small fishermen may not be able to afford ships that qualifies the regulations and the government is yet to afford facilitating them to qualify, and Indonesian fishermen are not too dumb to keep themselves safe, they even know

more about their ship and how far they can fish. So by the approval of the permission, fishermen don't need to consider new ships.

8. *“Jadi infrastruktur apa yang akan bapak bangun untuk mendukung perkembangan unicorn di Indonesia?” (“So, what the infrastructures will you build to support the development of unicorn in Indonesia?”)*

This utterance was taken from Jokowi as the president. He asked the opponent about the development of Unicorn in Indonesia. Actually, he is intended to ask for unicorn to the opponent (a private start-up company which capitalism value reaches more than \$1 billion). But because he was not very fluent in pronouncing “unicorn” in English, it makes the opponent asked back about the unicorn “what are those online stuffs?” and here he also seems to be intentionally tricking the opponent like the last presidential candidate debate in 2014, when Prabowo was still yet to understand many technical terms.

9. *“Petral telah kita bubarkan blok minyak Rokan dan Mahakam telah kita kelola. Freeport 51 persen saham telah kita ambil.” (“We have dismissed Petral, blocked Rokan oil, and we have managed Mahakam. We have taken 51% of Freeport.”)*

This utterance was taken from Jokowi as the president. The president said that the Petral has been dissolved, oil blocks have been managed and Freeport has been taken back 51 percent. Means that, he claims that he has taken over Freeport and work on 51% of the stock obtained by Indonesia from its endeavor. Meanwhile, since SBY period Freeport has been worked on from 9.36% to 30% of the stock ownership. And the rest of the percentage until 51% of the stock ownership was successfully reached in Jokowi period. In July the 12<sup>th</sup> 2018, Head of Agreement (HoA) is created between Inalum and Freeport McMoran and

freeport Indonesia. By signing it, the divested process is achieved as the signing by Inalum and Freeport McMoran.

10. *“Suatu pabrik biasanya mobil di Jerman yang memiliki 15 ribu pekerja diganti dengan robot.” (“Factories in Germany, usually car factories, have 15 workers replaced by robots.”)*

This utterance was taken from Prabowo as the presidential candidate. The presidential candidate claims that a company of car in Germany which had 15 thousand workers had been replaced by a robot. Means that, Prabowo gave an example of another country that the enormity of the development of industry 4.0 in the future will have an impact on the economy of the country. Remembering that the economy growth of a country, including Indonesia, is strongly influenced by the level of public consumption. Therefore, he wants the government to respond quickly the technological developments by improving the quality of education in order to fulfill the needs of an increasingly advanced industry. This means that there must be a link and match between the world of work and college graduates. For instances in Singapore and UK, they can help the students in 1<sup>st</sup> semester to prepare the specific skills needed by the company, so when they graduate they can be directly absorbed.

11. *“Yang bapak maksud unicorn? Karena mereka lagi giat-giatnya berkembang, jadi saya akan dukung segala upaya untuk memperlancar.” (“Is that unicorn you mean? Because they are currently in active development, so I will support every efforts supporting it.”)*

This utterance was taken from Prabowo as the presidential candidate. The presidential candidate asked back the opponent about unicorns, means that he attacked Jokowi’s personal and intended to show that he is more capable in

English at once. For the unicorn term itself, actually he understands what it means, moreover he has been living abroad for a long time and speak English fluently. But the problem is, he just explained the abstract things by saying that he will support to expedite. He should present the new ideas like what Sandiaga Uno did in E-Ktp utilization.

12. *“Jadi kalau bapak bangga bagi-bagi sertifikat 12 juta, pada saatnya kita tidak punya lahan untuk dibagi, jadi bagaimana nanti dengan masa depan Indonesia?” (“So if you’re proud of giving away 12 million certificates, at the time we already have no land to give away, how would it be in the future?”)*

This utterance was taken from Prabowo as the presidential candidate. He asked the opponent about the certificate distribution program to ensure the Indonesian future. He disagreed towards the certificate give away. Means that, he prefers if the land given to the citizens should only be a right to cultivate, not actually giving them the land. Because if we give away the certificates and although Jokowi says there will be an escort, the escort will not work optimally. The citizens may sell the land to other parties and it will not be the country’s income as it should be.

13. *“Dahsyatnya perkembangan industry 4.0 yang akan datang dengan Artificial Intelligence (AI) akan berdampak pada kehidupan.” (“The enormity of the upcoming 4.0 industry development with Artificial Intelligence (AI) will affect lives.”)*

This utterance was taken from Prabowo as the presidential candidate. He said that the development of industry 4.0 with artificial intelligence would have an impact on life. Means, he is going to say a strongly statement as a presidential candidate to the citizens about the impact of Indonesia in the future regarding the



development of the industrial revolution 4.0. According to him, it can be increase the competitiveness in society in increase human resource in order to survive living in Indonesia, because if we cannot keep up with the technology advances in Indonesia and in the world, our human resource would not be developed.

14. *“Brazil bisa sampai B90. Saya bukan pesimis, saya sangat optimis. Kita sangat mampu untuk swasembada energy, dengan memanfaatkan produk-produk sawit.”* (“Brazil can reach B90. I’m not being pessimistic, I’m really optimistic instead. We really can afford the energy self-sufficiency, by utilizing palm products.”)

This utterance was taken from Prabowo as the presidential candidate. He claims that the use of biodiesel in Brazil already B90. Means that, he did comparison to Brazil as a developing country that has reached B90, where Indonesia has nearly reached B100 but according to him, Indonesia’s movement is till slow, but he is sure that Indonesia has fertile land and one of its income is from palm oil production which would make Indonesia reach B100 quickly if the human resource is qualified for the material process.

## **2. Semiotical Communication Realized by Prabowo and Jokowi**

Semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects, namely: emotions, appreciation of opponents, gesture, and rhetoric.

- a. Emotions category, is a mental state associated with the nervous system brought on by chemical changes variously associated with thoughts, feelings, behavioural responses, and a degree of pleasure or displeasure. For instance Prabowo is more stable than Jokowi. But he does not use the space to criticize the opponent.

- b. The category of appreciation of opponent, appreciate means an increase in the value of an asset over time. For instance, Jokowi never appeared to be appreciated the opponent, while Prabowo always appreciates of Jokowi's achievements.
- c. For the gesture category, is an integral part of the organization of face to face conversation. But in here Jokowi's gesture was not good. For instance, he brushed his hand when Prabowo was talking and shook his head when Prabowo gave the statement about him. It means that from the attitude shown, he seemed underestimating other people. While Prabowo's gesture which considered not to paying attention to what was delivered by Jokowi and he was observed trying to convince the citizens that what he was saying was true by showing the gesture of raising his hand.
- d. In the rhetoric category, it refers to the study and uses of written, spoken and visual language. For instance, Jokowi uses more a numbers as data to strengthen his statement and uses more words to bring down his opponents, while Prabowo seem always repeating his words by expressing promises for Indonesia in the future.

## CHAPTER V

### CONCLUSSION AND SUGGESTION

#### A. Conclusion

Based on the data analysis, it could be concluded that:

1. There were 14 semiotical communication terms (sign) that was taken from Prabowo and Jokowi utterances that included two types of Saussure's concepts (signified and signified) in the presidential candidate debate 2019 which had their meanings. Signifier is the pointing finger, the word of the sound or image. While, signified is the concept or the meaning that indicated by the signifier.
2. Semiotical communication which is realized by Prabowo and Jokowi can be seen from various aspects. Including: emotions category, appreciation of opponents, gesture category, and rhetoric category.

#### B. Suggestion

In relation to conclusion, suggestions were presented as follows:

1. In language learning as social semiotics will give us some contribution to finding more systems to use signs in social life situations.
2. For the readers, it is suggested to discover and understand the types of signs semiotical communication in utterances.
3. For other researchers, it can be useful as reference when they decide to discuss and observe the same topic for their research.

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## **APPENDIX 1**

### **PRABOWO AND JOKOWI UTTERANCES IN THE PRESIDENTIAL CANDIDATE DEBATE 2019**

#### **Segmen 1 (Visi dan Misi)**

Prabowo : “Saya menghargai apa yang sudah dilakukan pak Jokowi dibidang infrastruktur, namun namanya demokrasi saya menawarkan strategi bagi rakyat indonesia. Kita harus swasembada pangan, energy, air, agar bisa survive sebagai suatu bangsa.”

Prabowo : “Bila saya mendapat mandate, saya akan menjamin ketersediaan pangan yang dapat dijangkau seluruh rakyat. Kami juga akan segera turunkan harga listrik, harga makanan pokok, pupuk akan kami siapkan sampai ke petani.”

Jokowi : “Ke depan kita ingin sebanyak-banyaknya mengurangi pemakaian energy fosil sehingga pemakaian biodiesel akan kita kerjakan. Kita telah bangun 191 ribu jalan yang bermanfaat bagi para petani. Sebanyak 58 ribu unit irigasi. Di bidang lingkungan hidup, kita ingin kebakaran hutan dan lahan gambut tidak terjadi lagi dan ini sudah kita atasi. Dalam tiga tahun tidak ada kebakaran hutan dan lahan gambut.”

## **Segmen 2 (Infrastruktur, Energi dan Bahan Pangan)**

Jokowi : “Dalam empat tahun pemerintahan saya telah banyak sekali membangun infrastruktur seperti tol, pelabuhan, dan bandara,.Inilah yang ingin terus kita lakukan agar konektivitas antar pulau, provinsi, kabupaten/kota tersambung dengan baik.Dengan itu kecepatan, kemudahan transportasi logistic, barang, mobilitas orang akan semakin cepat.”

Jokowi : “Saya akan konsisten untuk terus membangun infrastruktur. Tak hanya soal urusan fisik seperti pelabuhan, tapi saya akan terus membangun hal-hal yang berkaitan dengan digitalisasi seperti proyek Palapa Ring yang merupakan backbone dengan broadband berkecepatan tinggi.”

Prabowo : “Seharusnya pembangunan infrastruktur untuk rakyat harus direncanakan dan mengikutsertakan rakyat. Kemudian kita harus menghitung perekonomian dan dampak-dampak lingkungan hidup.”

Jokowi : “Pak Prabowo salah besar, pembangunan sudah direncanakan sejak lama. Adapun soal infrasturuktur yang menjadi monument seperti LRT Palembang dan Bandara Kertajati, semua butuh waktu.

Prabowo : “Bagaimana strategi Pak Jokowi untuk menghadapi Revolusi 4.0 di sector pertanian, perikanan dan peternakan?”

Jokowi : “Kuncinya adalah pembangunan sumber daya manusia untuk menghadapi Revolusi 4.0. Sebagai contoh perlunya petani dikenalkan pada namanya market place sehingga mereka bisa jualan online. Bangun ekosistem offline dan online harus digalakkan. Ini kita kerjakan di lapangan sehingga kita tidak tertinggal dengan Negara lain.”

Prabowo : “Dahsyatnya perkembangan industry 4.0 yang akan datang dengan *Artificial Intelligence* (AI) akan berdampak pada kehidupan. Suatu pabrik biasanya mobil di Jerman yang punya 15 ribu pekerja diganti dengan robot. Tapi di Indonesia masih belum bisa membela petani-petani kita sendiri. Kita belum bisa menjamin harga-harga pangan, bagus kita bicara 4.0 tapi saya ingin menjamin Indonesia dapat menyediakan pangannya sendiri tanpa impor dari manapun.”

Jokowi : “Pak Prabowo ini kelihatannya ke depan kurang optimis. Saya yakin bahwa Indonesia akan tetap menyongsong revolusi 4.0 dengan optimis. Dan justru hal ini membuka kesempatan bagi petani-petani kita untuk melompat secara produktif.”

Prabowo : “Brazil bisa sampai B90. Saya bukan pesimis, saya sangat optimis. Kita sangat mampu untuk swasembada energy, dengan memanfaatkan produk-produk sawit.”

Prabowo : “Harus ada upaya untuk memanfaatkan sawit menjadi tambahan bahan bakar karena dalam waktu dengan Indonesia akan 100 persen mengimpor energy.”

Jokowi : “Supaya Pak Prabowo juga tahu, kita telah memulai B20 dan sudah berproduksi 98 persen dari yang kita harapkan. Kita sekarang menuju B100 sehingga kita harapkan 30 persen dari total produksi akan masuk kepada biofuel.”

Prabowo : “Setiap arah, usaha ke arah kemandirian di bidang energy kita sambut baik. Dan strategi saya tidak hanya menggenjot sawit, tetapi juga arang, cassava, etanol dari gula sehingga dapat digunakan untuk mengurangi impor energi dari luar negeri.

Jokowi : “Hal itu telah dikerjakan oleh pemerintahan saya, pemerintahan saya telah memanfaatkan produk sawit. Kita harapkan 30 persen dari total produksi akan masuk kepada biofuel. Inilah yang sedang kita kerjakan sehingga kita tidak ketergantungan dari impor.”

### **Segmen 3 (Sumber Daya Alam dan Lingkungan Hidup)**

Prabowo : “KLH harus mengawasi kehutanan. Jadi ini akan kita pisahkan sehingga KLH benar-benar menegakkan masalah lingkungan hidup. Tidak jadi satu. Kalau saya diberi mandate, saya tentunya akan menegakkan hukum, harus dilaksanakan dengan tegas



terhadap perusahaan yang tidak melaksanakan ketentuan-ketentuan.”

Jokowi : “Dalam dua tahun ini sudah 2,6 juta hektar dari 12,7 juta hektar yang kita siapkan. Kita juga mendampingi mereka agar tanah yang sudah diberikan menjadi produktif. Ada yang ditanami kopi, buah-buahan, jagung. Artinya, tidak hanya memberi konsesi lahan tetapi juga diberi pendampingan.”

Prabowo : “Namun, pembagian sertifikat tanah akan berdampak buruk bagi masa depan Indonesia. Kami punya pandangan strategis yang berbeda dengan yang dilakukan Pak Jokowi dan pemerintahannya, hal itu menarik dan populer hanya untuk 1-2 generasi tetapi tanah tidak tambah. Jadi kalau bapak bangga bagi-bagi sertifikat 12 juta, pada saatnya kita enggak punya lahan untuk dibagi, jadi bagaimana nanti dengan masa depan?”

Prabowo : “Strategi saya untuk mengatasi persoalan agraria adalah berdasarkan pasal 33 UUD 1945 bahwa bumi, air dan semua kekayaan alam yang terkandung didalamnya dikuasai oleh Negara.”

Jokowi : “Saya tahu Pak Prabowo memiliki lahan yang sangat luas di Kalimantan Timur sebesar 220 ribu hektar juga di Aceh Tengah 120 ribu hektar. Saya hanya ingin menyampaikan bahwa

pembagian-pembagian seperti ini tidak dilakukan pada masa pemerintahan saya.”

#### **Segmen 4 (Debat Eksploratif)**

(Tayangan video soal praktik pertambangan)

Prabowo : “Ini dapat dianggap kolusi antara pejabat pemerintah dengan perusahaan swasta besar, sehingga kalau perusahaan itu tinggalkan persoalan (lubang tambang) itu dia akhirnya lolos tidak dikejar dan tidak ditindak. Kita mungkin bisa kejar dengan saluran pengadilan internasional, PBB, Interpol.”

Prabowo : “Saya kira masalah ini cukup, untuk apa bertele-tele. Saya kira dalam hal ini kita sama, kita ingin memberantas.”

Jokowi : “Ya, saya setuju saja.”

Jokowi :”Saya hampir setiap bulan bertemu atau berkunjung ke kampung nelayan. Bahkan, saya pernah ke sebuah kampung nelayan di Tambak Lorok, Semarang pukul 02.00 dini hari hanya berdua dengan sopir saya.”

Jokowi : “Dalam empat tahun pemerintah telah mengejar tujuh ribu kapal asing yang melakukan illegal fishing. Ada 488 kapal yang kita tenggelamkan. Ini menjadi kesempatan nelayan-nelayan kita untuk memanfaatkan sumber daya alam kita terutama ikan-ikan. Untuk

nelayan yang memiliki bobot 10 GT kebawah tidak pakai izin lagi.”

Jokowi : “Selain itu banyaknya lading minyak yang belum tereksplorasi dengan baik. Kita terus dorong agar lading-ladang minyak memberi income kepada Negara. Yang ketiga perlu kedepan infrastruktur yang berkaitan dengan laut kita benahi.”

Prabowo : “Banyak nelayan miskin tidak punya akses pada teknologi pada kapal dan akses pada modal. Keterbatasan itu karena adanya peraturan pemerintah. Jadi kalau kami adalah Negara hadir, kami akan membuat BUMN khusus dibidang laut dan perikanan dan mengorganisir nelayan, dilatih dengan teknologi yang tepat, diberi akses kepada modal dan prasarana.”

#### **Segmen 5 (Debat Inspiratif)**

Prabowo : “Ini yang kami dengar sangat memukul kehidupan petani kita. Petani tebu panen tapi gula dari luar masuk dalam jumlah sangat besar, jutaan ton. Demikian juga komoditas lain, padahal bapak membanggakan produksi naik.”

Jokowi : “Tahun 2018 hanya impor 180 ribu ton. Artinya petani jagung telah kita produksi 3,3 juta ton. Impor itu jadi sekarang ini jauh lebih berkurang. Tidak mungkin menghentikan impor dalam waktu singkat, butuh waktu panjang. Contohnya impor beras, pada 2018

laluada 33 juta ton besar sementara konsumsi di Indonesia sebanyak 29 juta ton. Artinya ada surplus sebanyak hampir 3 juta ton ada 2,9 juta ton kitasudah surplus. Pertanyaan kenapa kita impor? Hal itu untuk menjaga ketersediaan stok untuk menstabilisasi harga.Harus punya cadangan untuk bencana dan gagal panen.”

Jokowi : “Jadi infrastruktur apa yang akan bapak bangun untuk mendukung perkembangan unicorn di Indonesia?”

Prabowo : “Yang bapak maksud unicorn? Karena mereka lagi giat-giatnya berkembang, jadi saya akan dukung segala upaya untuk memperlancar.”

#### **Segmen 6 (Pernyataan Penutup)**

Jokowi : “Rakyat Indonesia yang saya cintai, mengelola Negara sebesar Indonesia tidak mudah, tidak gampang. Sangat beruntung sekali saya memilikipengalaman mengelola kota sebagai wali kota dan mengelola provinsi sebagai gubernur dan empat tahun mengelola Negara. Butuh sebuah ketegasan dan keberanian membuat kebijakan Negara. Petral telah kita bubarkan blok minyak Rokan dan Mahakam telah kita kelola. Freeport 51 persen sahan telah kita ambil. Saya berjanji akan mempergunakan tenaga saya untuk memperbaiki Negara ini. Tidak ada yang saya takuti untuk

kepentingan nasional, rakyat dan bangsa Indonesia, kecuali Allah SWT.”

Prabowo : “Kami berpegang pada falsafah keadilan yang akan menghasilkan kemakmuran. Jadi, kami berpandangan bahwa pemerintah harus hadir dengan rinci, dengan teliti dengan tegas untuk memperbaiki ketimpangan dalam kekayaan kita.Saya juga menekankan kekayaan yang lari keluar negeri.Untuk mengtasi itu saya harus menggunakan instrument dalam konstitusi yakni pasal 33 uud 1945.”

## APPENDIXES 2

### SEMIOTICAL COMMUNICATION TYPES OF JOKOWI UTTERANCES

No	Utterances	Signifier	Signified
1	We have built 191 thousand pathways that are beneficial for farmers. A total of 58 thousand irrigation units	- 191 thousand roads - 58 irrigation units	The president said that as long as he leads, he has built 191 thousand roads and 58 thousand irrigation units. It means, he is going to say strongly statement that states he has been successful as the president that related to the infrastructure development. If viewed from the theme between infrastructure and environment, he wants to correlate two of several these themes. So for the future, he hopes that the road construction can be more efficient in the use of fossil energy.
2	So that Mr.Prabowo also knows that we have started B20 and have produced 98% of the expected amount. Now we are heading to B100.	- B20 - B100	The president said that he has started B20 and has produced 98 percent of the expected amount and soon will be heading to B100. It means, he is satisfying his opinion to the presidential candidate regarding the work plan that he would do during his government. It shows that there is something that is rather difficult to achieve, because within 5 years he has only served until B20 and it has reached 98%, then is it possible that in 5 years it could be B100 from the previous one. 98% means that the expectation is only 2%, so how can B20 to B100 range only 2% and it's look like impossible.
3	So, 30% of the total	- 30% of the total	The president said that the

	<p>production is expected to go to biofuel, so we won't depend on imports.</p>	<p>production</p>	<p>total production is expected to go to biofuels as much as 30 percent. It means, he told the public about a new program that wants to be made for the utilization of Indonesian natural products in order to reduce fuel imports, if this program is successfully carried out, it can be create a breakthrough where Indonesia which is rich in soil fertility can process related to fuel, which aims to reduce dependence on fossil fuels. With this blending, diesel fuel import will automatically be reduced, because it is filled with oil palm (B100), and he hopes not to depend on imports, but actually it just the implicit meaning that he want to export palm oil products because Indonesia won the anti-dumping accusation(selling the oil abroad is cheaper than selling expensive domestically).</p>
4	<p>In 2014 3,5 million corns are imported, reduced to 180 thousand tons in 2018</p>	<p>- 3,5 million corns - 180 thousand tons of corn</p>	<p>The president said that the imports of corns by 3.5 million were reduced to 180 thousand tons. He thinks that showing the data where corn imports are decreased is something to be proud of. Whereas that should be a mistake, because generally corns are no longer being often consumed, rice is the main consumption instead, and he bragged about decreasing the import data. Meanwhile, there are many corn farmers in Indonesia, why don't we be the one to</p>

			export? Cause there are many corn farmers selling their corns in markets and those corns end up only being chicken food.
5	I know that Mr. Prabowo has a vast land area of 220 thousand hectares in East Kalimantan also 120 thousand hectares in Central Aceh.	- 220 thousand hectares - 120 thousand hectares	The president said that he knows if the presidential candidate had 220 thousand hectares in East Kalimantan and 120 thousand hectares in Central Aceh. Means that, he is giving a satirical statement and wants to bring down or attacked the opponent that related to the land managed by Prabowo. Actually he want the citizens knows that Prabowo has a lot of land in Indonesia but the controlled by himself, and the results are managed for himself too.
6	Within 4 years the government has chased after 7 million foreign ships doing illegal fishing. There are 488 ships we sunk.	- Seven thousand foreign ships - 488 ships	The president said that his government has chased seven thousand foreign ships that were doing illegal fishing. Within 4 years shows the amount of ship sunk due to illegal fishing. In fact, this is stated in Law Number 45/2009 about fishery. Ships that are proven of stealing fishes in Indonesia are assumed to be perpetrators, because those ships have nationality, so those ships won't be seen merely as crime evidence. Susi Pudjiastuti as the minister only executes the court decree of ship extermination by sinking it. There are 488 ships sunk as Mr. Jokowi has mentioned, this will leave a deterrent to other fish thieves.
7	For those fishermen	- 10 GT	The president said that for



	that weigh down to 10 GT no longer require any permission.		small fishermen who have a weight of 10 GT can go to sea without permission. This means that, the reason is to ease small fishermen to fish in Indonesia without worrying about the rules and the feasibility of the ships. Ship ability of under 10GT is the lowest, then why did Jokowi release the ship's permission? Because it is clear that small fishermen may not be able to afford ships that qualifies the regulations and the government is yet to afford facilitating them to qualify, and Indonesian fishermen are not too dumb to keep themselves safe, they even know more about their ship and how far they can fish. So by the approval of the permission, fishermen don't need to consider new ships.
8	So, what the infrastructures will you build to support the development of unicorn in Indonesia?	- Indonesia unicorn	The president asked the opponent about the development of Unicorn in Indonesia. Actually, he is intended to ask for unicorn to the opponent (a private start-up company which capitalism value reaches more than \$1 billion). But because he was not very fluent in pronouncing "unicorn" in English, it makes the opponent asked back about the unicorn "what are those online stuffs?" and here he also seems to be intentionally tricking the opponent like the last presidential candidate debate in 2014, when Prabowo was

			still yet to understand many technical terms.
9	We have dismissed Petral, blocked Rokan oil, and we have managed Mahakam. We have taken 51% of Freeport	- 51 percent of freeport	The president said that the Petral has been dissolved, oil blocks have been managed and Freeport has been taken back 51 percent. Means that, he claims that he has taken over Freeport and work on 51% of the stock obtained by Indonesia from its endeavor. Meanwhile, since SBY period Freeport has been worked on from 9.36% to 30% of the stock ownership. And the rest of the percentage until 51% of the stock ownership was successfully reached in Jokowi period. In July the 12 <sup>th</sup> 2018, Head of Agreement (HoA) is created between Inalum and Freeport McMoran and freeport Indonesia. By signing it, the divested process is achieved as the signing by Inalum and Freeport McMoran.

### APPENDIXES 3

#### SEMIOTICAL COMMUNICATION TYPES OF PRABOWO UTTERANCES

No	Utterances	Signifier	Signified
1	Factories in Germany, usually car factories, have 15 workers replaced by robots.	- 15 thousand workers	The presidential candidate claims that a company of car in Germany which had 15 thousand workers had been replaced by a robot. Means that, Prabowo gave an example of another country that the enormity of the development of industry 4.0 in the future will have an impact on the economy of the country. Remembering that the economy growth of a country, including Indonesia, is strongly influenced by the level of public consumption. Therefore, he wants the government to respond quickly the technological developments by improving the quality of education in order to fulfill the needs of an increasingly advanced industry. This means that there must be a link and match between the world of work and college graduates. For instances in Singapore and UK, they can help the students in 1 <sup>st</sup> semester to prepare the specific skills needed by the company, so when they graduate they can be directly absorbed.
2	Is that unicorn you mean? Because they are currently in active development, so I will	- Unicorn	The presidential candidate asked back the opponent about unicorns, means that He attacked Jokowi's

	support every efforts supporting it		personal and intended to show that he is more capable in English at once. For the unicorn term itself, actually he is understands what it means, moreover he has been living abroad for a long time and speak English fluently. But the problem is, he just explained the abstract things by saying that he will support to expedite. He should present the new ideas like what Sandiaga Uno did in E-Ktp utilization.
3	So if you're proud of giving away 12 million certificates, at the time we already have no land to give away, how would it be in the future?	- 12 million certificates	The presidential candidate debate asked the opponent about the certificate distribution program to ensure the Indonesian future. He disagreed towards the certificate give away. Means that, he prefers if the land given to the citizens should only be a right to cultivate, not actually giving them the land. Because if we give away the certificates and although Jokowi says there will be an escort, the escort will not work optimally. The citizens may sell the land to other parties and it will not be the country's income as it should be.
4	The enormity of the upcoming 4.0 industry development with <i>Artificial Intelligence</i> (AI) will affect lives.	- Artificial Intelligence	The presidential candidate said that the development of industry 4.0 with artificial intelligence would have an impact on life. Means, he is going to say a strongly statement as a presidential candidate to the citizens about the impact of

			Indonesia in the future regarding the development of the industrial revolution 4.0. According to him, it can be increase the competitiveness in society in increase human resource in order to survive living in Indonesia, because if we cannot keep up with the technology advances in Indonesia and in the world, our human resource would not be developed.
5	Brazil can reach B90. I'm not being pessimistic, I'm really optimistic instead. We really can afford the energy self-sufficiency, by utilizing palm products	- B90	The presidential candidate claims that the use of biodiesel in Brazil already B90. Means that, he did comparison to Brazil as a developing country that has reached B90, where Indonesia has nearly reached B100 but according to him, Indonesia's movement is till slow, but he is sure that Indonesia has fertile land and one of its income is from palm oil production which would make Indonesia reach B100 quickly if the human resource is qualified for the material process.

## **CURRICULUM VITAE**

Name : SYASIA AYU WANDARI  
Registered Number : 1502050041  
Place and Date of Birth : Tembung, 29 September 1997  
Religion : Islam  
Nationality : Indonesia  
Marital Status : Single  
Gender : Female  
Address : Jl. Amat Tirto No.18 Psr x Bandar Khalipah

### **Education Background**

2003-2009 : SDN 104203 Bandar Khalipah  
2009-2012 : MTsN 2 Medan  
2012-2015 : SMAS Dharmawangsa Medan

2015-2019

: Universitas Muhammadiyah Sumatera Utara



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Form : K - 1

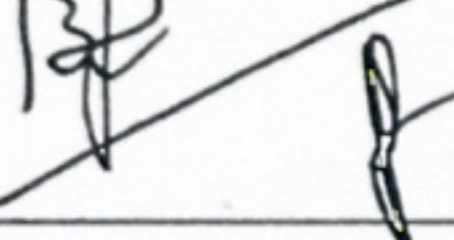

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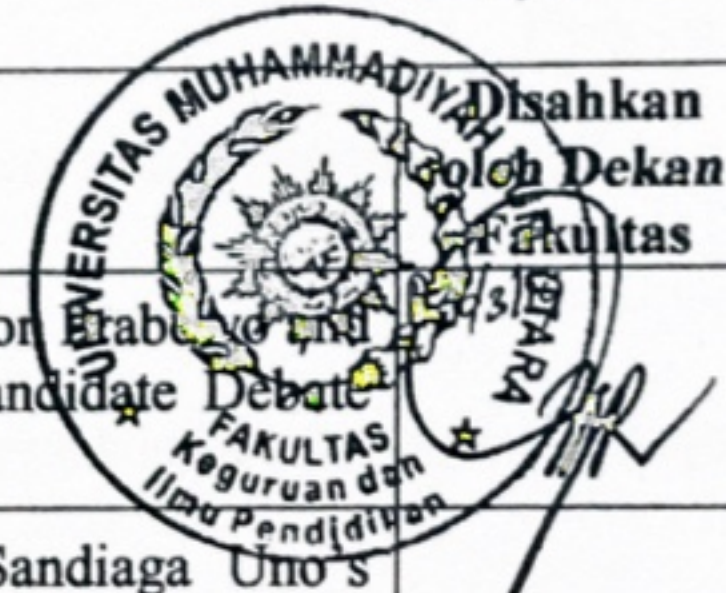
Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris  
Kredit Kumulatif : 138 SKS

IPK = 3,71

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Semiotical Communication Interpretation on Erababeng and Jokowi Utterances in the Presidential Candidate Debate 2019	
	An Analysis of Illocutionary Act on Sandiaga Uno's Speech	
	An Analysis of Students' Ability in Writing Descriptive Texts	



Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 25 Maret 2019  
Hormat Pemohon,

Syasia Ayu Wandari

**Keterangan:**

- Dibuat rangkap 3 : - Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Program Studi  
- Untuk Mahasiswa yang bersangkutan



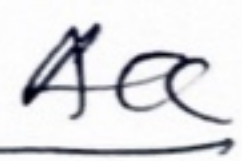


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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

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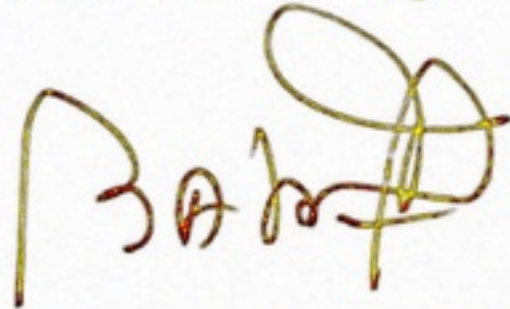
Dengan ini saya:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019	

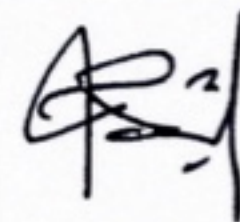
Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh  
Dosen Pembimbing



Mandra Saragih, S.Pd, M.Hum

Medan, 25 Maret 2019  
Hormat Pemohon,



Syasia Ayu Wandari



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**Form K-2**

Kepada : Yth. Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

*Assalamu 'alaikum Wr, Wb*

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Syasia Ayu Wandari  
NPM : 1502050041  
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

**Semiotical Communication Interpretation on Prabowo and Jokowi Utterances  
in the Presidential Candidate Debate 2019**

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. Mandra Saragih, S.Pd, M.Hum

*Ace 01-2019 RF*

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 01 April 2019  
Hormat Pemohon,

**Syasia Ayu Wandari**

**Keterangan**

Dibuat rangkap 3 :  
- Untuk Dekan / Fakultas  
- Untuk Ketua / Sekretaris Prog. Studi  
- Untuk Mahasiswa yang Bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
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Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 711 /II.3/UMSU-02/F/2019  
Lamp : ---  
Hal : Pengesahan Proyek Proposal  
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Syasia Ayu Wandari  
N P M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in The Presidential Candidate Debate 2019.

Pembimbing : Mandra Saragih, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 2 April 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Medan, 26 Rajab 1440 H  
02 April 2019 M



Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :  
**WAJIB MENGIKUTI SEMINAR**



### LEMBAR PENGESAHAN PROPOSAL

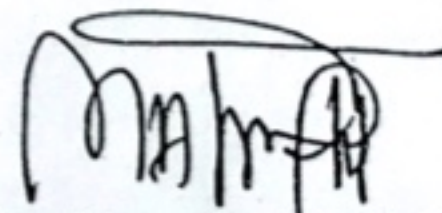
Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

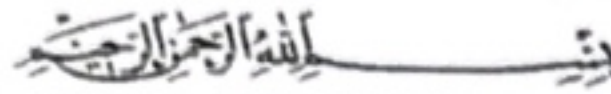
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Medan, 10 Mei 2019

Disetujui oleh  
Pembimbing

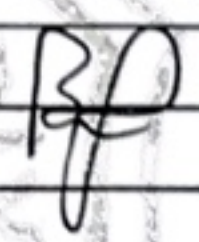


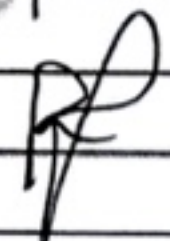


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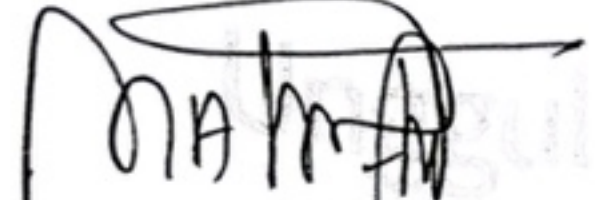


**BERITA ACARA BIMBINGAN PROPOSAL**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
8/04-2019	Chapter I almost all	
26/04-2019	Chapter I Chapter II about Theory	
30/04-2019	Chapter II Chapter III	
02/05-2019	Chapter III	
02/05-2019	<u>ACC</u>	

Diketahui oleh:  
Ketua Prodi

  
(Mandra Saragih, S.Pd., M.Hum.)

Medan, 05 Mei 2019

Dosen Pembimbing

  
(Mandra Saragih, S.Pd., M.Hum.)



**BERITA ACARA SEMINAR PROPOSAL**

Pada hari ~~Selasa~~ Tanggal 14. Bulan ~~D.S.~~ 2019 telah diselenggarakan seminar prodi pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Syasia Ayu Wandari  
NPM : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotical Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

No.	Argument/Komentar/Saran
Judul	✓
Bab I	. provide problem
Bab II	writing system
Bab III	why did you apply the research method?
Lainnya	Reference : writing system
Kesimpulan	<input type="checkbox"/> Disetujui <span style="float: right;"><input type="checkbox"/> Ditolak</span> <input checked="" type="checkbox"/> Disetujui Dengan Adanya Perbaikan

**Dosen Pembahas**

*Pirman Ginting*  
.....

**Dosen Pembimbing**

*Mandra Saragih*  
Mandra Saragih, S.Pd., M.Hum

**Panitia Pelaksana**

**Ketua**

*Mandra Saragih*  
Mandra Saragih, S.Pd, M.Hum

**Sekretaris**

*Pirman Ginting*  
Pirman Ginting, S.Pd, M.Hum



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Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30  
Website <http://www.fkip.umsu.ac.id> E-mail [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Syasia Ayu Wandari  
N.P.M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotical Communication Interpretation on Prabowo and Jokowi  
Utterances in the Presidential Candidate Debate 2019

Pada hari Selasa tanggal 14 bulan Mei tahun 2019 sudah layak menjadi proposal skripsi.

Medan, 13 Juli 2019

Disetujui oleh:

Dosen Pembahas

Pirman Ginting, S.Pd, M.Hum

Dosen Pembimbing

Mandra Saragih, S.Pd, M.Hum

Diketahui oleh  
Ketua Program Studi,

Mandra Saragih, S.Pd., M.Hum.



**UMSU**

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Jika menjawab surat ini agar disebutkan nomor dan tanggalnya

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Website: <http://fkip.umsu.ac.id> E-mail: [fkip@yahoo.co.id](mailto:fkip@yahoo.co.id)

Nomor : 484/II.3/UMSU-02/F/2019  
Lamp : ---  
Hal : Mohon Izin Riset

Medan, 21 Dzulqaidah 1440 H  
24 Juli 2019 M

Kepada Yth, Bapak Kepala Perpustakaan  
Universitas Muhammadiyah Sum. Utara  
di-  
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Syasia Ayu Wandari  
N P M : 1502050041  
Program Studi : Pendidikan Bahasa Inggris  
Judul Peneliti : Semiotic Communication Interpretation on Prabowo and Jokowi Utterances in the Presidential Candidate Debate 2019

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dekan  
  
**Dr. H. Elfrianto Nst, S.Pd, M.Pd.**  
NIDN : 0115057302  


\*\* Pertinggal \*\*





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UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238  
Website: <http://perpustakaan.umsu.ac.id>

**SURAT KETERANGAN**

Nomor: 2795/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan  
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

*"Semiotical Communication Interpretation on Prabowo and Jokowi in the Presidential Candidate Debate 2019"*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 6 Muharram 1441 H  
06 September 2019 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd





MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
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Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238  
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: ~~4102~~/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Syasia Ayu Wandari  
NPM : 1502050041  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/ P.Studi : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 27 Muharram 1441 H  
27 September 2019 M

Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd

# semiotical communication interpretation on prabowo and jokowi utterances in the presidential candidate debate

*Prima Alhuda*

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