

**SEMANTIC ANALYSIS OF 2024 POLITICAL JARGON IN
PRESIDENTIAL ELECTION IN INDONESIA**

SKRIPSI

*Submitted in Partial fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*



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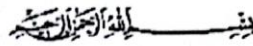


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

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Semantic Analysis Of 2024 Political Jargon In Presidential Election In Indonesia" adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

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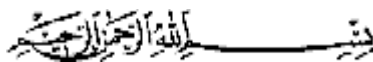
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ABSTRACT

This research utilizes a qualitative method with a literature-based approach to analyze political jargon in the 2024 Indonesian presidential election campaign. The study investigates the semantic dimensions of political jargon, focusing on lexical, grammatical, and pragmatic meanings used by candidates Anies Rasyid Baswedan, Muhaimin Iskandar, Prabowo Subianto, Gibran Rakabuming Raka, Ganjar Pranowo, and Mahfud MD. The analysis uncovers both differences and similarities in the selected jargon and its implications. Specifically, Anies Rasyid Baswedan and Muhaimin Iskandar's slogan "Indonesia Adil dan Makmur Untuk Semua" emphasizes the values of fairness and prosperity, with grammatical elements like the suffix "-an" in "makmur" highlighting material and social well-being. Prabowo Subianto and Gibran Rakabuming Raka's use of "Bersama Indonesia Maju" focuses on collective action and positive development, with the term "bersama" denoting unity and "maju" indicating progress. Ganjar Pranowo and Mahfud MD's "Menuju Indonesia Unggul" highlights the notion of superior quality and direction towards achieving higher goals, with "unggul" signifying excellence and "tujuan" indicating purpose. Pragmatically, these jargons encapsulate clear future visions and serve multiple functions including constructing political identity, conveying complex messages, and fostering a positive or emotional image of the candidates. Jargon also plays a crucial role in differentiating candidates from their competitors, uniting supporters, and steering campaign narratives toward achieving electoral goals.

Keywords: semantic analysis, political jargon, Indonesian presidential election.

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CHAPTER I

INTRODUCTION

1.1.The Background of Study

Communication, defined as the exchange of information between individuals through systems of symbols, signs, or behavior, is essential for human interaction. It allows for the sharing of ideas, emotions, and messages. The nature of communication has evolved significantly, especially with the advent of the digital era. Today, communication extends beyond face-to-face interactions to include various digital platforms like social media, messaging applications, and the internet. This shift has introduced new linguistic forms such as slang, abbreviations, and emojis, demonstrating the dynamic nature of language in the digital age (Levinson et al., 2018). According to Levinson et al., (2018), language is deeply rooted in social and cultural contexts, creating meaning through interaction and dialogue (Fussell & Kreuz, 2014).

Communication is vital as it forms the foundation for social interaction, information exchange, and the development of interpersonal relationships. George Herbert Mead's theory of social interaction posits that communication allows individuals to understand and respond to the world through symbols and language, thus creating a shared reality (Mead, 2018). Joseph DeVito's interpersonal communication theory highlights that effective communication enhances the quality of interpersonal relationships, while ineffective communication can lead to conflict and misunderstanding (DeVito, 2018). Therefore, maintaining effective communication is crucial for fostering healthy relationships and societal functioning.

Effective communication is characterized by cooperation, clarity, accuracy, and relevance. Grice's Cooperative Principle suggests that communicators should work together to achieve mutual understanding, emphasizing the importance of politeness, accuracy, and relevance in communication (Murray, 2010). In organizational settings, effective communication supports coordination, decision-making, and goal achievement, thereby enhancing cooperation, efficiency, and job satisfaction (Littlejohn & Foss, 2009). One of the important things to consider in creating effective communication is to consider the meaning or semantics of the message conveyed.

Semantics is a branch of linguistics that studies meaning in language. It involves the analysis of the meaning of words, phrases, sentences, and texts in both linguistic and non-linguistic contexts. According to Butar-butur (2021) in his book "Semantic", he categorizes the understanding of semantics into three groups. The first group states that semantics is a linguistic science that solely investigates meaning, the second group defines semantics as the study of meaning, and the third group asserts that semantics is the study of language meaning.

In this context, it is important to emphasize that language is not merely a communication tool but also a form of political art that can build an image, strengthen positions, and garner public support. By combining clear language and effective communication strategies, the electoral system can have a significant impact on shaping political awareness and public participation. The use of political jargon is one of the typical elements in effective political communication and is generally practiced. This is reflected in various contexts, both in political speeches, public debates, and in official government documents.

Jargon in political campaigns is used to convey complex ideas succinctly and effectively to target audiences. It helps candidates reinforce their political identities, differentiate themselves from opponents, and influence public discourse (Gbadegesin & Onanuga, 2019). However, the use of jargon must be carefully managed to convey ideas or concepts clearly without causing confusion or misunderstanding. It should be directed toward specific objectives and tailored to the intended audience (Holtz-Bacha & Kaid, 2013).

In order to prevent conflicts or ambiguities, it is important for jargon to maintain consistency and clarity. An example of this can be seen in the case of Anies Baswedan's utilization of the term "perubahan" which sparked worries regarding stability, highlighting the necessity for thorough explanations of such concepts to ensure acceptance from voters. Furthermore, the use of personality-driven jargon, such as "gemoy" linked with Prabowo Subianto, has the potential to unpredictably shape public perceptions. When jargon is misused and fails to adhere to established standards, it can lead to misunderstandings and confusion among the audience.

Jargon in political communication is specified through strategic use of language that resonates with specific audiences. Effective jargon involves selecting terms that are easily understood and relatable to the target demographic, creating a strong, memorable impression (Bennett & Entman, 2001). According to political communication theory, the use of jargon should be directed towards clear objectives and tailored to the intended audience (Holtz-Bacha & Kaid, 2013). For instance, Ganjar Pranowo's use of "satset" engages the younger generation, making political ideas more accessible. However, misuse or overuse of jargon can

lead to miscommunication. If the audience does not fully grasp the intended meaning, it can cause confusion and misinterpretation. The popularity of the term "gemoy" associated with Prabowo Subianto, although effective in capturing public attention, may detract from substantive political discourse. This highlights the importance of clarity and consistency in the use of political jargon to maintain effective communication (Hart & Childers, 1996).

Researching the jargon used in the 2024 presidential and vice-presidential elections is crucial for understanding its true meaning and impact on public perception. Jargon has become a key strategy in political campaigns to engage voters, particularly the younger generation, who may be averse to conventional politics. However, the popularity of certain jargon can lead to shallow understanding among the public, creating communication challenges as the true meaning may be lost or misinterpreted.

The phenomenon of jargon such as "Perubahan" (Change) and "gemoy" (charisma) indicates inconsistency in the use of political jargon. This can lead to misunderstandings or conflicts because the audience may not fully grasp the intended meanings. This is evident from the phenomenon that many people merely follow trends without understanding the intentions and messages conveyed by presidential candidates through political jargon.

Analyzing the use of jargon in the 2024 political campaigns allows us to evaluate the effectiveness of communication strategies and how public perceptions are shaped. This analysis helps identify potential communication issues that could affect election outcomes and provides insights into more effective political campaigning (Bennett & Entman, 2001). By understanding the

semantic implications of political jargon, we can enhance voter engagement and participation, ultimately contributing to a more informed and participatory democratic process.

Several studies related to political jargon have been conducted. (Sahroni et al., 2020) revealed that the political jargon of the National Democratic Party, such as "Politics Without Payment," not only reflects the political challenges in Indonesia regarding the rejection of internal corruption and individuals lacking integrity but is also interpreted as an active policy to address these issues. The adoption of this jargon is strategic in attracting legislative candidates to the Nasdem party, increasing public support, and creating a positive image consistent with the party's vision and mission. Meanwhile, (Irawan, 2018) highlighted the significant role of language in political jargon during the 2019 Presidential and Vice-Presidential Election, where both candidates used propaganda strategies with connotative meanings to influence public opinion. Jokowi and Ma'ruf Amin emphasized collaboration for a clean and successful government, while Prabowo Subianto and Sandiaga Uno focused on promises of justice, prosperity, and job creation. Overall, the use of political jargon has proven effective in communicating with the public and conducting propaganda.

Analysis of campaign jargon in the 2024 presidential election is important to research because the 2024 jargon is packaged more flexibly and contemporaryly. This can be compared with the 2018 campaign carried out by Jokowi with the jargon "clean, democratic and real work", which is different from the approach taken by Ganjar Pranowo with the jargon "sat set", which is taken from Javanese and shortened to slang. The third candidate uses contemporary

jargon because voters according to KPU data come from generation Z and millennials. Generation Z numbered 66.8 million and millennials 46.8 million.

Therefore, research related to the jargon used by each president and presidential candidate is interesting to conduct to understand the true meaning associated with that jargon. Consequently, the researcher is interested in conducting a study titled "Semantic Analysis of 2024 Political Jargon in Presidential Election in Indonesia".

1.2.The Research Focus

This research will be focused on analyzing the meaning and function of jargon used by the three presidential and vice-presidential candidates in the 2024 General Election through official campaign media such as Bawaslu campaign events, the General Election Commission (KPU), campaign banners, and others.

1.3.The Formulation of the Problem

1. What is the meaning of the use of jargon by presidential candidates in the 2024 election?
2. What is the function of jargon by presidential candidates in the 2024 election?

1.4.The Objective of the Study

The objectives of this research are as follows:

1. Analyzing the meaning of jargon used by presidential candidates in the 2024 election campaign.

2. Describing the functions of the jargon used by presidential candidates in the 2024 election campaign.

1.5.The Significance of the Study

The result of this research hope could giving benefits both theoretically and practically:

1. Theoretically

Theoretically, the expected benefits of the results of this research lie in the development of linguistics, especially in the study of language variation. This research is anticipated to contribute thoughts to the development of linguistics. The theoretical benefits could take the form of developing ideas and concepts about language variation in linguistic theory from the analysis of language used in the campaign of presidential and vice-presidential candidates in the 2024 elections

2. Practically

Practically this research could be useful, there are :

- a. For teachers, it serves as a valuable resource to enhance their knowledge, particularly regarding jargon language as a variation in sociolinguistics.
- b. For English Department students, it acts as an informative reference for studying jargon in sociolinguistics.
- c. For researchers, it provides a foundation for conducting similar research with a different perspective, allowing them to expand their experience and knowledge in sociolinguistics, specifically in language variation

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Review

2.1.1 Semantics

Semantics, within the field of linguistics, refers to a specific meaning. The Indonesian term for semantics, "semantik," is derived from the Greek word "sema," denoting a noun meaning "sign" or "symbol," and the verb "semaino," signifying "mark" or "symbolize" (Chaer, 2013). In essence, this points to the concept of a linguistic sign, as articulated by (De Saussure & Sechehaye, 1966), where the term "sema" finds its equivalent. A linguistic sign, according to Saussure, comprises two integral components: (1) the interpretative element, representing the authentic form of language sounds, and (2) the interpreted component or the meaning derived from the first. Both of these components function as signs or symbols, with the marked or symbolized aspect referring to something external to language, commonly known as references or designated entities.

Semantics is integral to grammar, alongside syntactic (structure) and phonological (sound) components, contributing significantly to linguistic analysis. It enables distinctive feature analysis techniques, which involve identifying and categorizing specific attributes or characteristics that differentiate meanings among words, phrases, or sentences (Mairal & Gil, 2006). This analytical process isn't straightforward; it requires a deep comprehension of semantic theory to discern and interpret the intended meaning within written or spoken texts (Swarniti, 2021).

Moreover, delving into semantics transcends mere interpretation to encompass a wide array of broader implications. This discipline serves as a vital tool in comprehending the intricate process by which language both constructs and conveys meaning, serving as a mirror that reflects cultural norms, societal values, and individual perspectives (Haverkamp & Hoeltje, 2021). It is through semantics that effective communication is bolstered, as it ensures the clarity and precision necessary for the conveyance of ideas and concepts (Yule, 2005). In essence, semantics functions as a fundamental pillar within the realm of linguistic theory. It provides invaluable insights into the intricate dynamics that exist between the form of language and its associated meanings. By facilitating a more profound investigation, semantics enables us to delve into the intricate mechanisms through which languages organize and disseminate information, thereby enhancing our comprehension of human communication and interaction on multiple levels.

2.1.1.1 Types of Semantics

According to Verhaar (2001), semantics, a pivotal domain within linguistic inquiry, can be delineated into two primary categories: grammatical semantics and lexical semantics. This conceptualization underscores the multifaceted nature of semantic analysis, which encompasses the intricate examination of both grammatical structures and lexical items within language. Within this framework, linguists utilize the term "semantics" to encapsulate a branch of language study that operates at the fundamental level

of meaning, encompassing the comprehensive exploration of language meanings and their manifestations in diverse linguistic contexts.

The types of semantics identified by linguistic experts include grammatical semantics, lexical semantics, cognitive semantics, pragmatic semantics, and formal semantics. Grammatical semantics focuses on the meaning related to grammatical structures in language, such as the meaning of verbs, nouns, particles, and the semantic relationships among these units within sentences. "Semantics" by Kearns(2011), emphasis is placed on analyzing grammar and how it shapes meaning within sentence contexts. Additionally, lexical semantics examines the meaning of individual words or lexical units in language, including nouns, verbs, adjectives, and adverbs. "Lexical Semantics" by Cruse, (1986), delves deeply into this concept, highlighting the importance of analyzing word meanings within the context of linguistic structures. Cognitive semantics explores the relationship between language and thought, as well as how cognitive concepts are reflected in linguistic structures, such as metaphor and abstract concepts.

Talmy (2011) introduces this concept in his work "Cognitive Semantic" elucidating how language reflects our understanding of the world around us. Pragmatic semantics, described in "Pragmatics" by Yule (1996), investigates the relationship between language meaning and situational context and communicative goals. Lastly, formal semantics employs mathematical and logical tools to systematically and formally analyze language meaning. "Formal Semantics" by(Cresswell, 2006) highlights the importance of analyzing proposition structure and other formal aspects of

language meaning. Through these various approaches, semantic experts deepen our understanding of the complexity of language structure and human communication.

Chaer (2013) further classifies semantics based on the level or part of language under investigation into three types:

1. Lexical Semantics

The Lexical semantic categories study the meanings associated with words. In this category, the meaning of a word is considered as a representation of a concept or object related to the word itself. In other words, in lexical semantics, the meaning in the lexicon is studied which has not been put into context, both grammatical context (morphology and syntax) and discourse context. For example, the word "eat" has a meaning related to the act of consuming food. Lexical semantic categories also study how word meanings are influenced by factors such as culture, society, and psychology.

2. Grammatical Semantics

The grammatical semantic category studies the meaning associated with grammatical structures. In this category, the meaning of sentences is considered as a result of the interaction between the meanings of words and grammatical structures. For example, the sentence "I eat" has a meaning associated with the act of consuming food performed by the subject "I". The grammatical semantic category also studies how the meaning of sentences is influenced by factors such as culture, society, and psychology.

3. Pragmatic (Meaning of Situations)

Pragmatics (Meaning of Situations) is an important branch of linguistic study that considers how practical and situational contexts influence the way language is used and understood. For example, consider a situation where someone utters “Have you eaten yet?” in a formal meeting. The meaning of the situation here includes not only the literal meaning of the question, but also the assumption that in the context of the encounter, the person is expressing concern for the welfare of others as part of the social norm of showing concern. In an informal context such as between friends meeting in a cafe, the same question may have different implications, such as a sign of wanting to join in or simply making casual conversation.

According to Apriyanto (2022) language plays a significant role in shaping human behavior and culture. It is a reflection of the society and culture in which it is used, and it can influence how people perceive the world. Linguists study language to understand its universal and unique aspects, which can help scholars understand what lies at the foundation of humans' unique way of communicating with one another.

Djajasudarma (1999) emphasizes the fundamental importance of language as an inherent component of human life. Beyond serving as a crucial tool for communication, it serves as a intricate structure that individuals learn within their specific language communities. This viewpoint emphasizes the deep cultural and social significance inherent in language, significantly influencing human interaction and facilitating shared comprehension.

The argument posits that semantic objects represent meaning. According to Djajasudarma (1999), Britanica asserts that semantics has the capacity to encompass a wider scope, addressing both the structure and function of language as well as interdisciplinary fields of science. Nevertheless, semantic studies primarily focus on the inherent relationship of meaning within the realm of linguistics. Additionally, nonlinguistic factors, serving as functions of non-symbolic language such as the emotive and effective aspects, also exert influence. Semantics, as elucidated, involves the investigation of language differentiation with a specific emphasis on the interplay between mental processes and symbolism in speech activities.

2.1.1.2 The Importance of Semantic

Semantics, recognized as a fundamental branch of linguistic science dedicated to the comprehensive study of meaning within language, occupies a central and indispensable role in unraveling the intricacies of human language and communication dynamics. As elucidated by Jackendoff (2006), semantics serves as a crucial framework through which scholars delve into the multifaceted layers of meaning embedded within linguistic expressions, shedding light on the intricate interplay between words, phrases, and their semantic referents. Within this scholarly discourse, semantics emerges as a cornerstone discipline, offering profound insights into the cognitive processes underlying language comprehension and production.

Furthermore, the pivotal role of semantics in understanding human language and communication is underscored by its intricate examination of the

nuanced meanings conveyed through linguistic expressions. As noted by Cruse (2021), semantics serves as a lens through which researchers explore the intricate semantic structures that underlie the construction of coherent and meaningful discourse. Through meticulous semantic analysis, linguists aim to decipher the subtle nuances inherent in language use, elucidating the profound impact of linguistic choices on the interpretation and understanding of communicative messages. Thus, semantics stands as a foundational pillar in linguistic inquiry, offering invaluable contributions to our understanding of human cognition, communication, and cultural dynamics. Here are several reasons why semantics is crucial in linguistic studies:

1. Understanding Meaning and Communication

Semantics assists in understanding how words, phrases, and sentences convey specific meanings. This is essential for effective communication, as precise meaning is crucial to avoid misunderstandings. According to Lyons (1977), "the study of semantics is crucial for understanding how language creates and communicates meaning". For instance, consider the phrase "Fire Department." At first glance, it might seem like they are the ones who start fires, but in reality, they are responsible for extinguishing them. This highlights the importance of understanding the meaning of words and phrases in context to avoid miscommunication.

2. Language Structure

Semantics explains how language elements such as morphemes and syntax contribute to the overall meaning of an expression or sentence. Semantics serves as a bridge between linguistic form and meaning, which is key in deep

language analysis (Goddard,2011).Forinstance, the word "unbreakable" can be broken down into its morphemes "un-" and "-breakable," which convey the meaning of something that cannot be broken. This understanding of language structure is crucial for effective communication and language learning.

3. Role in Pragmatics

Semantics provides a foundation for pragmatics, a linguistic branch that studies how context influences meaning. Understanding semantics allows researchers to explore how situational, social, and cultural contexts affect language interpretation (Osuchukwu, 2022).For instance, consider the phrase "I'm fine." In a casual conversation with a friend, it might mean that you are indeed fine, but in a formal setting or when asked by a doctor, it might imply that you are not fine at all. This highlights the importance of understanding the context in which language is used to avoid misunderstandings.

4. Applications in Technology

Semantics has practical applications in the development of language technologies such as natural language processing (NLP), search engines, and virtual assistants. These systems rely on accurate understanding of meaning to provide relevant and accurate responses to users (Martin & Jurafsky, 2019). For instance, a search engine uses semantics to understand the meaning of a search query and provide relevant results. Similarly, a virtual assistant uses semantics to understand voice commands and perform tasks accordingly.

5. Cultural and Philosophical Studies

Semantics is crucial in cultural and philosophical studies because language meanings often reflect cultural values and worldviews of a society. Semantic studies enable researchers to uncover how language reflects and shapes social reality (Goddard & Wierzbicka, 2013). For instance, consider the concept of "family." In some cultures, it might refer to a nuclear family with a father, mother, and children, while in others, it might include extended family members such as grandparents, aunts, and uncles. This highlights the importance of understanding the cultural context in which language is used to avoid misunderstandings.

6. Language Learning

In the context of language learning, semantics helps learners understand differences in meaning and usage of words in various contexts. This is essential for mastering a language well and for effective communication skills (Richards & Schmidt, 2013). For instance, consider the word "bank." In the United States, it typically refers to a financial institution, while in the United Kingdom, it can also refer to the side of a river. Understanding the different meanings and usage of words in various contexts is crucial for effective communication in a foreign language.

Semantics serves as an indispensable cornerstone within the realm of linguistic studies, significantly contributing to our comprehension of how language effectively conveys meaning and facilitates seamless communication. Through a comprehensive exploration of semantics, we are empowered to broaden our understanding of diverse linguistic facets, ranging

from fundamental structural components to their multifaceted applications in technology and cultural analyses. Such an enriched understanding of semantics not only enhances our linguistic prowess but also provides invaluable insights into the intricate mechanisms that underpin language acquisition, usage, and evolution.

2.1.2 Semantic Analysis

Pateda (2010) provides a comprehensive elucidation of the term "semantic," highlighting its significance as a technical term denoting the study of meaning within language. Semantics, an indispensable component of language structure, is intricately concerned with the examination and elucidation of meaning as fundamental elements inherent to linguistic expression. Within the framework of semantics, meaning emerges as a pivotal level of language analysis, integral to understanding linguistic phenomena.

Derived from the semantic form of language analysis, semantic comprehension constitutes a distinct branch of linguistics dedicated to probing the intricate relationship between linguistic signs and the entities they signify, thereby delving into the essence of meaning itself. Central to this inquiry is semantic analysis, a systematic process employed within linguistics to unravel the nuances of meaning encapsulated within words, phrases, and sentences across diverse linguistic contexts. Through semantic analysis, linguists endeavor to decode the intricate layers of meaning embedded within language, shedding light on the profound interplay between linguistic signs

and their semantic referents. Here are some key steps and concepts in semantic analysis:

1. Identification of Linguistic Signs

The first step in semantic analysis is identifying linguistic signs, consisting of the interpretative element (signifiant) and the interpreted element (signifié). This is based on Saussure's theory of signs, where each linguistic sign has a form and meaning (De Saussure & Sechehaye, 1966).

2. Contextual Analysis

The meaning of words is often determined by the context in which they are used. Semantic analysis involves observing how context influences the meaning of words or phrases (Chaer, 2013).

3. Word Classes and Semantic Categories

Word classes (such as nouns, verbs, adjectives) and semantic categories (such as agent, patient, instrument) help organize and clarify the roles of words in sentences (Verhaar, 2001).

4. Semantic Relations

This analysis includes studying relationships between words, such as synonyms (similar meanings), antonyms (opposite meanings), hyponyms (relationship between general and specific words), and homonyms (words with the same form but different meanings) (Djajasudarma, 1999).

5. Semantic Components

Each word can be analyzed based on smaller semantic components or features, which help clarify nuances of meaning (Pateda, 2010).

6. Pragmatics

Besides literal meaning analysis, semantic analysis also includes pragmatics aspects, such as how meaning is influenced by social context and usage in real communication. This includes studying speaker intentions and listener interpretations (Djajasudarma, 1999).

7. Discourse Analysis

Semantic analysis often extends to discourse analysis, which examines how meaning is constructed and understood in larger language units such as paragraphs or complete texts. This includes coherence and cohesion analysis in texts (Chaer, 2013).

2.1.3 Jargon

The use of jargon frequently results in a lack of precise conveyance of meaning, thereby causing individuals outside of a particular field or group to encounter difficulties in fully comprehending conversations where jargon is employed. Deciphering jargon necessitates delving into its technical significance rather than solely relying on its lexical meaning. This process often requires contextual understanding and specialized knowledge to accurately interpret the intended message conveyed through jargon.

According to (Finch, 2003), the meaning of a term involves two concepts: sense and reference. Firstly, sense pertains to the meaning in relation to linguistic structure and is viewed as the mental representation of a linguistic expression. There are two types of sense: conceptual sense and associative sense. Conceptual sense signifies the established semantic features

of a word and is typically examined using classical componential analysis. For instance, the words 'man' and 'woman' can be described as 'human, adult, male' and 'human, adult, female,' respectively. Furthermore, Chaer (2013) emphasizes that word meaning is significantly influenced by context and usage in communication, highlighting how meaning can vary based on situational factors and the dynamic interaction between speaker and listener.

Associative sense gathers significant associative meanings from the social and cultural contexts in which they are used. Connotation, collocation, stylistic variation, and reflection are some associative processes. Connotation refers to the additional meaning beyond the central meaning of a word or phrase. Collocation is the regular manner in which words are used together (such as specific prepositions for particular verbs). Stylistic variation involves variations in writing based on the situation or topic. Reflection is the practice of contemplating and considering experiences to better understand their significance.

Secondly, as Hurford (2007), meaning is related to the external world, including things, actions, events, and qualities. Reference is divided into definite and indefinite reference. Definite reference occurs when the addressee can identify the referent of the linguistic expressions spoken by a speaker, typically indicated by articles like 'the,' 'that,' 'this,' 'those,' and 'these.' Conversely, indefinite reference occurs when the addressee cannot identify the referent, marked by indefinite singular (a, an) and plural noun (-s).

In conclusion, the meaning of jargon may not align with what people intend, making it challenging for those unfamiliar with a particular field. Understanding jargon involves exploring its technical meaning rather than relying solely on lexical meaning.

2.1.3.1 The Function of Jargon

According to Chaika (1982), jargon functions not only as a linguistic tool but also as a means of asserting superiority, implying a message of "I know something you don't know." This suggests that jargon is strategically utilized to ostracize individuals outside of a particular group or field, particularly laypeople or novices. Furthermore, Chaika emphasizes that jargon serves as a potent marker of group identification, enhancing communicative efficiency by condensing elaborate phrases or concepts into succinct terms, thereby facilitating smoother intra-group communication and fostering a sense of belonging. Chaer (2013) notes that the meaning of words is heavily influenced by context and usage, further highlighting how jargon can create barriers while simultaneously reinforcing in-group solidarity and identity among members who share specialized knowledge.

Lutz and Wallraff in TeStrake in (Haris, 2024) highlight various advantages and functions of jargon. They assert that jargon enhances technical accuracy and quality in language, serves as a tool for improving communication within a group, and creates an air of profundity, authority, and prestige for both the speaker and the subject matter. The use of jargon can evoke feelings of self-confidence due to deep knowledge, a sense of

membership within a limited community familiar with the jargon, and association with a higher social class, as certain individuals understand the jargon.

In the study titled "An Analysis of Jargon Found in an Analysis of Information Technology (IT) Jargon," Riyati(2013)analyzed jargon using a semantic theory approach. This jargon is utilized for communication within the field of information technology and carries meanings associated with specific technologies. Furthermore, this jargon is also employed to interact with other individuals who possess similar knowledge in the field.

Meanwhile, in the research conducted by Komang & Gede Mahendrayana (2023) titled "Jargon Used by Jegog Musicians in Jembrana's Local Tradition," jargon is classified into five types based on its contextual usage. These include jargon related to jegog playing techniques, note naming, activities during jegog performances, types of percussion instruments, and instrument names. Jargon in this context is utilized for communication within a specific cultural environment and reflects meanings associated with local traditions.

On the other hand, the study conducted byPutriana & Chulsum (2020) titled "An Analysis of Word Formation Processes of Jargon Words in Online Shops" employs the Yule theory approach to analyze jargon. Jargon in this context is used in interactions on online shopping platforms and carries meanings related to e-commerce technology. The use of this jargon facilitates communication among individuals who share an understanding of the industry.

Furthermore, Allan and Burridge (2006) define jargon as a language variety used by individuals with common work-related or recreational interests. They emphasize that jargon functions as in-group language, serving as an essential tool for effective communication. Allan in(Lathifah, 2023)identifies at least two functions of jargon. The primary function is to serve as technical or specialist language, while the secondary function is to foster in-group solidarity and exclude outsiders who do not use the jargon. Building on this, Brown and Attardo (2000) outline two functions of jargon: (1) providing speakers in specialized domains with clear, unambiguous terms for their activities, and (2) offering a means for subgroup members to mark in-group membership and exclude outsiders. Brown and Attardo emphasize that jargon is frequently used by social or professional groups engaged in regular activities requiring technical language to communicate effectively and strengthen their camaraderie. In essence, any occupation, hobby, association, or organized group tends to develop its own jargon.

2.1.3.2 The Process of Jargon Analysis

The analysis of jargon holds pivotal significance within the realms of linguistics and sociology, constituting a fundamental process that necessitates a comprehensive grasp of the intricacies surrounding the utilization of specialized language within distinct groups or domains. As elucidated by(Zhao et al., 2016), jargon analysis serves as a foundational tool through which scholars endeavor to unravel the distinctive linguistic

conventions and communicative practices prevalent within various social and professional contexts. This systematic examination of jargon usage encompasses a multifaceted exploration of the lexical, syntactic, and pragmatic dimensions of specialized language, offering invaluable insights into the dynamics of group identity formation and social interaction.

Furthermore, the process of jargon analysis extends beyond mere linguistic scrutiny, encompassing a nuanced examination of the sociocultural and situational factors that shape the evolution and usage of specialized terminology. As highlighted by Critchfield(2017), jargon analysis serves as a lens through which researchers interrogate the intricate interplay between language, power, and social structure, shedding light on the ways in which specialized language functions as a mechanism of social exclusion or inclusion within specific communities. Through meticulous jargon analysis, scholars aim to elucidate the complex web of meanings and social dynamics embedded within specialized language use, thereby enriching our understanding of language variation and social identity construction.. This process includes several systematic steps to deconstruct and interpret how these specialized terms are used and understood by group members(Lathifah, 2023).

1. Identification of Jargon

The process begins with identifying specific terms or phrases consistently used in communication within a particular group or field. These terms are often unfamiliar or uncommon in everyday usage.

2. Classification and Categorization

Following identification, jargon is classified based on its function and usage in group communication. For example, whether jargon is used for technical purposes in work or to signify the identity of certain group members.

3. Meaning Analysis and Context of Use

It is crucial to understand the meanings embedded in jargon terms and the specific contexts in which they are used. This includes understanding nuances that may not be apparent to outsiders, often heavily dependent on situational context and speaker interpretation.

2.2 Previous Research

(Sahroni et al., 2020) in their research entitled "Politics Without Payment: Semiotics of the Communication Jargon of the National Democratic Party in the Era of High-Cost Democracy" revealed that firstly, this jargon itself originates from the challenges of politics in Indonesia, which dismisses individuals of good character and integrity. With the introduction of this jargon, also interpreted as a policy, Nasdem actively contributes to addressing internal corruption. Secondly, the adoption of this jargon prompts several legislative candidates to join the Nasdem party as a strategy to boost public support. Lastly, the public perceives that this jargon is realistic and aligns with the vision and mission of the Nasdem party, thus creating a positive image in the eyes of the community.

(Irawan, 2018) in his study stated that the language utilized in political jargon during the 2019 presidential and vice-presidential election played a pivotal role in persuading and influencing public opinion. Both candidates employed propaganda strategies, using connotative meanings in their jargon to connect with society. Mr. Jokowi and K.H. Ma'ruf Amin's "Clean, People-oriented, and Real Work" emphasized collaboration for a corruption-free and successful government program. Meanwhile, Mr. Prabowo Subianto and Sandiaga Uno's "Just and Prosperous" aimed to convince the public by promising justice and prosperity, focusing on reducing the wealth gap and creating jobs. Overall, the political jargon strategically used connotative and social meanings, effectively communicating with the public and conducting propaganda.

(Putra et al., 2021) in their research revealed that firstly, the religious and cultural political jargon materials used by the Balinese governor candidates include the utilization of Balinese alphabets, color symbols, and traditional clothing, serving as tools in political dramaturgy during the campaign. Secondly, the electors' perceptions of the use of political jargon as a communicative medium during the Balinese governor elections are positive. The survey results indicate that electors are interested in choosing a candidate based on the use of religious and cultural jargon as political communicative media. Thirdly, there are both positive and negative outcomes for the political communication model.

2.3 Conceptual Framework

This research aims to conduct a comprehensive semantic analysis of the jargon utilized by presidential and vice-presidential candidates during the 2024 general election. The study is rooted in the conceptual framework that acknowledges the pivotal role political jargon plays in shaping public perceptions and opinions (Huddy, 2013). Understanding the nuances of political language is essential as it serves as a strategic tool for candidates to convey their messages and connect with voters (Van Spanje et al., 2013).

Semantic theory, as elucidated in various scholarly works (A. D. Cruse, 2021), will serve as the primary foundation for dissecting the conceptual meaning embedded within each word or phrase of the political jargon employed by the candidates. This theoretical framework will facilitate a deeper understanding of how linguistic choices influence voter perceptions and attitudes (Lau et al., 2007). Additionally, it will shed light on how political jargon can be interpreted within the broader context of political discourse and communication strategies.

Through meticulous semantic analysis, drawing on established methodologies, this research aims to uncover the latent meanings embedded within political jargon and elucidate their impact on voter perceptions during the electoral campaign. By examining the semantic nuances of political language, this study seeks to contribute to the existing body of literature on political communication and language use in electoral contexts.

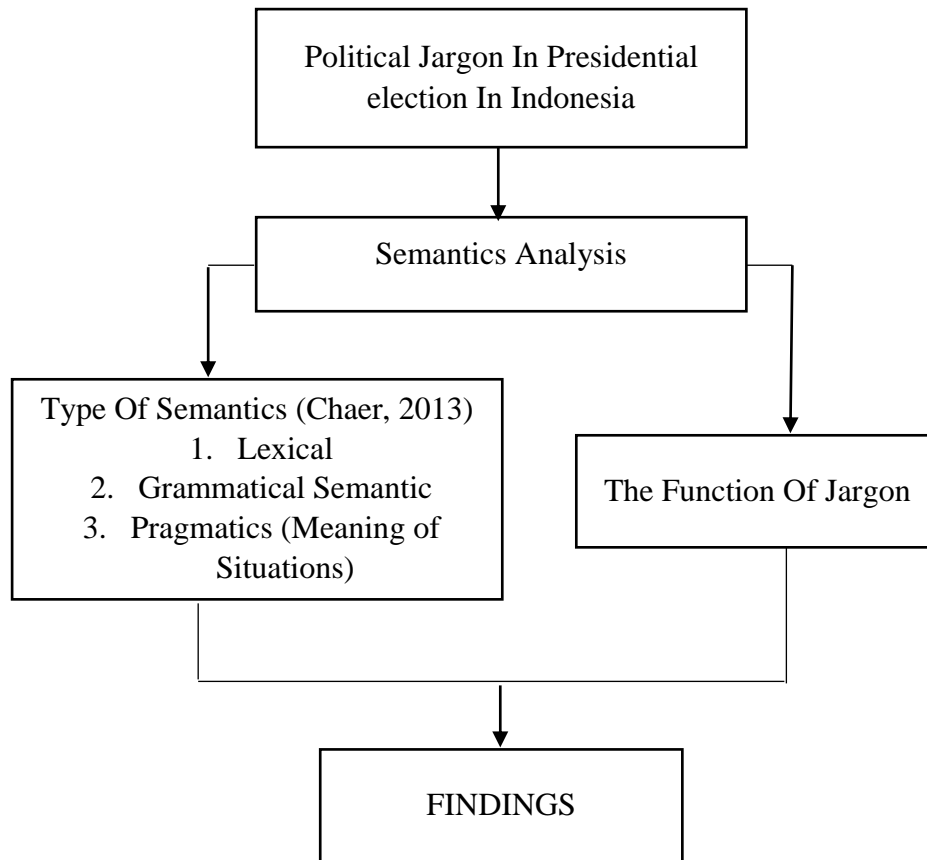


Figure 2. 1 Conceptual Framework

CHAPTER III
METHOD OF RESEARCH

3.1. Research Approach

In this research, the qualitative method with a literature-based approach that will be used is analyzing political jargon related to the 2024 Indonesian presidential election campaign. The selection of this research design is based on the need to understand and analyze the use of figurative language in the political context, which reflects specific messages, meanings, and nuances within the context of the presidential and vice-presidential elections in Indonesia. The implementation steps of this research design involve selecting relevant political jargon, analyzing the use of figurative language within these jargons, interpreting the results to understand their political implications, and considering the social, political, and cultural contexts in which these jargons are utilized. Thus, this research design will provide a profound understanding of the use of figurative language in political campaigns and its impact on public perception and political dynamics in Indonesia.

3.2. Time Of Research

Table 3. 1 Time of Research

No.	Activity	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
1.	Preparation of the research title												
2.	Exploration of literature from journals												
3.	Literature collection												
4.	Writing proposal												

	output											
5.	Proposal seminar											
6.	Data Collection											
7.	Green table triel											

3.3.Source of Data

This study utilizes data extracted from campaign videos, campaign narratives, and various other campaign media, including but not limited to brochures, leaflets, and publications related to the use of political jargon in the 2024 Indonesian presidential and vice-presidential election. The use of data extracted from campaign videos, campaign narratives, and various other campaign media, such as brochures, leaflets, and related publications, in this study has several basic reasons.

1. Campaign Videos

Campaign videos and narratives often serve as primary mediums utilized by candidates and their campaign teams to convey political messages and campaign strategies to the electorate. Thus, analyzing data from these media can provide direct insights into the political messages and narratives communicated to the public.

- <https://youtu.be/f9xYb4PhaEg?si=VXUgQdX1e4k8W3GZ>

Minggu,10/12/2023,Pukul 14:00 WIB

- <https://www.youtube.com/live/GDvTXG91tns?si=TMb-O2RzQLg98Lnd>

Sabtu,10/02/2024,Pukul 13:00 WIB

2. Various Other Campaign Media

By utilizing diverse campaign media like brochures, leaflets, and associated publications, this study can offer a broader perspective on how political terminology is formulated and circulated to the public during the campaign period. This aspect is vital for grasping how political messages are interpreted and embraced by voters, along with their implications for the political landscape throughout the electoral process.

The widespread use of political jargon in the 2024 presidential campaign creates significant challenges. It alienates segments of the electorate, obscures transparency, deepens polarization, and fosters misunderstandings. These challenges underscore the necessity for a critical examination of jargon's role and impact on public discourse and political dynamics. Furthermore, the study aims to explore how the use of political jargon influences public perception and political dynamics during the campaign. This focus on political jargon is crucial as it sheds light on the strategies employed by candidates to communicate their agendas and ideologies. Additionally, it addresses concerns regarding inclusivity and transparency in political communication. Moreover, understanding the use of political jargon helps identify instances of misinformation or manipulation, thereby empowering voters to make informed decisions.

3.4. Research Instrument

The research instrument for this study is content analysis, employed to examine texts and videos that feature political jargon from the 2024

presidential and vice-presidential elections. Researchers will gather materials from diverse sources, including political speeches, mass media, social media platforms, and official documents from political parties and candidates. By analyzing utterance-specific statements articulated by politicians throughout their campaign, this study aims to uncover how these expressions function to persuade voters, convey political ideologies, and establish candidate identities. These utterances typically encompass persuasive appeals, political promises, visions and missions, critiques of opponents, calls to action, and personal narratives, all of which reflect the strategic use of language to engage various audiences. Through this comprehensive analysis, researchers can identify patterns in the use of jargon, assess its frequency, and explore the relationships among different utterances, thereby providing valuable insights into how political communication influences voter perceptions and behaviors.

3.5. Technique of Collecting Data

The data of the research was processed by following steps (Moelong, 2014)

1. Reading, watching, listening, and comprehending the campaign jargon of presidential and vice-presidential candidates in various media. This includes activities such as watching campaign videos to understand visual messaging strategies, reading campaign materials on billboards or other platforms to grasp written campaign messages, and listening to campaign speeches to comprehend verbal communication tactics. By participating in these activities, individuals gain insight into the linguistic and visual

techniques utilized by candidates to convey their political agendas and ideologies to the public.

2. Identifying the jargon conveyed by each presidential and vice-presidential candidate. This process requires carefully examining speeches, interviews, debates, and written materials to pinpoint specific terms and phrases that are characteristic of each candidate's messaging. By identifying the unique jargon employed by individual candidates, researchers can gain insights into their communication strategies, policy priorities, and overall campaign narratives. This analysis helps to elucidate how candidates seek to differentiate themselves from their opponents and appeal to specific voter demographics through the strategic use of language.
3. Understanding the meaning of each conveyed jargon. This process involves linguistic analysis, contextual interpretation, and examining historical usage to understand the intended meanings behind the jargon. Researchers explore candidates' policy platforms, campaign messaging, and socio-political context to discern underlying messages and priorities. This comprehension is crucial for accurately assessing candidates' positions, informing public discourse, and guiding voter decisions.

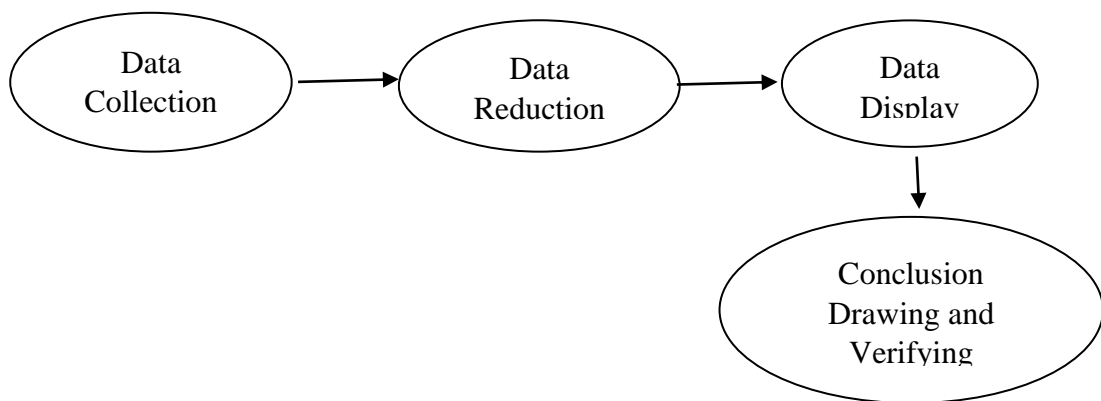
This data collection technique was chosen to understand the use of political jargon in the 2024 presidential and vice-presidential election campaign in Indonesia in depth. By reading, watching, listening, and comprehending campaign materials containing political jargon, researchers can directly respond to candidates' messages and understand the meanings embedded in that jargon. These steps allow for a deeper understanding of the

use of political jargon and its impact on public perception and political dynamics.

3.6. Technique of Analyzing Data

Based on the theory proposed by (Miles et al., 2014) there are several steps to analyze qualitative research:

Figure 3. 1 Technique of Analyzing Data



1. Data Reduction

Data reduction is a crucial initial step before data presentation and conclusion drawing, helping researchers manage large and complex data in a more structured manner (Creswell & Poth, 2016). According to Miles et al., (2014) data reduction involves focusing on the important aspects of the data and eliminating less significant elements. This process is essential in analyzing political jargon such as "gemoy" from Prabowo, "sat set" from Ganjar, and "perubahan" from Anies Baswedan. These terms, often coined by political figures or their campaigns, carry specific meanings and connotations within the political context. By applying data reduction techniques, researchers can distill the significance of these jargon terms, identify the

underlying messages, and understand their impact on public discourse. This process allows for a focused examination of the main findings related to the use of political jargon in shaping political narratives, influencing public perception, and ultimately affecting voter decisions. The steps of data reduction in this research include filtering key information, which involves focusing on the data most relevant and directly related to the research objectives, such as analyzing the impact of "gemoy" on voter sentiment in significant contexts. Additionally, redundancy removal is carried out by eliminating redundant or less significant data that does not contribute meaningfully to the analysis, such as excluding data where jargon is used in trivial or irrelevant contexts.

2. Data Display

Data display is the process of presenting analyzed qualitative data in a format that allows researchers to explore and understand emerging themes (Creswell & Poth, 2016). In the context of political jargon in the 2024 presidential campaign, the data presentation process is crucial as it enables researchers to effectively present their findings regarding the use of jargon by presidential and vice-presidential candidates. The steps for data presentation in this research involve using data visualization techniques such as graphs or tables. Researchers can depict patterns of jargon usage, trends, and correlations that may emerge during the campaign. This helps to highlight the key messages conveyed by each candidate through their political jargon, as well as its impact on public perception and overall political dynamics. Thus, data presentation plays a significant role in understanding the role of political

jargon in the 2024 Presidential Election and reinforcing the conclusions drawn from the research.

3. Drawing and Verifying Conclusion

According to Creswell & Poth(2016), Drawing and Verifying Conclusions is part of the final stage of qualitative analysis. Creswell & Poth(2016) emphasizes the importance of verifying conclusions by ensuring that the findings are supported by the data that has been presented and analyzed. In this study, data selection conclusions have started from the initial process of obtaining data. Because the researcher is part of the research instrument, so that each data has been checked for accuracy and validity.

CHAPTER IV

RESULT AND DISSCUSION

4.1. Result

In this research, the use of semantic classification introduced by Chaer (2013) holds significant importance. This classification comprises three main types: lexical meaning, grammatical meaning, and pragmatic aspects in language analysis. Lexical meaning pertains directly to the meanings associated with words or lexical units in a language, such as the specific definition of the word "apple" as a round fruit typically red, green, or yellow. Grammatical meaning addresses the meanings that arise from syntactic structures and the relationships between words within sentence contexts, illustrated by how different arrangements can alter interpretation, as seen in "The cat sleeps" versus "The cats sleep." The pragmatic aspect considers how meanings are formed in communicative situations and everyday usage, encompassing implicatures and social contexts that influence understanding, such as interpreting "Could you open the window?" as a polite request rather than a literal question. In the context of the research, the data collected by the researcher from the three candidates will be analyzed using the table below:

**Table 4. 1 3 Meaning and Function of Jargon
From the Three Presidential Candidates**

No	Name of Presidential Candidate Pair	Jargon	Meaning of Jargon	Function of Jargon
1	Anies Rasyid Baswedan and Muhaimin Iskandar	<ul style="list-style-type: none"> - Indonesia Adil dan Makmur Untuk Semua - Gerakan Perubahan - Aminkan saja dulu 	<ul style="list-style-type: none"> - Lexical Meaning : Adil, Makmur, Gerak,Rubah,Amin - Grammatical Meaning : Berkeadilan,kemakmuran, Gerakan,Perubahan, Aminkan - Pragmatic : Informasi visi 	The jargons used by Anis Baswedan serve to articulate a vision of justice and prosperity for all citizens, creating a sense of inclusivity and hope for a better future. They emphasize the need for a movement towards positive change, motivating supporters to engage in transformative actions, while fostering a sense of collective agreement and participation.
2	Prabowo Subianto and Gibran Rakabuming Raka	<ul style="list-style-type: none"> - Bersama Indonesia Maju - Gemoy - Oke gas - Prabowo Gibran paling pas 	<ul style="list-style-type: none"> - Lexical Meaning : Bersama, Maju, Gemoy - Grammatical Meaning : Bersama-sama, Kemajuan - Pragmatic : Informasi visi 	Prabowo's jargons promote unity and collective progress, inspiring citizens to work together for national advancement. They create a relatable and friendly image, making the candidate more approachable, and express confidence and enthusiasm for his pairing with Gibran, energizing supporters and reinforcing the campaign's momentum
3	Ganjar Pranowo and Mahfud MD	<ul style="list-style-type: none"> - Menuju Indonesia Unggul - Kerja cepat dan unggul - Sat set tas tes 	<ul style="list-style-type: none"> - Lexical Meaning : Tuju,unggul, Kerja - Grammatical Meaning : Menuju,mengungguli, bekerja - Pragmatic : Informasi visi 	The jargons employed by Ganjar outline a clear direction towards excellence and progress, encouraging citizens to strive for a superior Indonesia. They emphasize efficiency and high performance, appealing to voters who value effective governance, while conveying a sense of action and readiness, motivating supporters to engage actively in the campaign.

After collecting the data, there were classified into three types of meaning based on Chaer (2013) Theory namely: Lexical, Grammatical Semantic and Pragmatics (Meaning of Situations).

- 1 The first data was analyzed Semantic analysis of **Anies Rasyid Baswedan and Muhaimin Iskandar's Jargon**. Throughout their campaign, Anies Rasyid Baswedan and Muhaimin Iskandar used a variety of regards to express their respective future aspirations for Indonesia. The expression has been reduced into contemporary, brief, and memorable jargon. During the campaign period, there were three jargons that were often used by Anies Rasyid Baswedan and Muhaimin Iskandar, namely:
 - a "*Indonesia Adil dan Makmur Untuk Semua*". If we look closely at the analysis of the lexical meaning of the jargon, we can see that there is a lexical meaning, namely fair, which means impartial, or giving equal rights to every objective citizen. In addition, there is a lexical meaning Makmur which means prosperous, sufficient, or prosperous in terms of material, economy, and living conditions in society. Then, the next step is to analyze the grammatical meaning of the word. In the jargon, there is a grammatical process such as affixation in the word "fair". However, if we look closely at the analysis of grammatical meaning, we can see that there is a grammatical process such as affixation to the word "fair", namely justice, which means action or carrying out everything as fairly as possible, without taking sides and looking at anything based on the norms of justice. Then, the next word is "Makmur", namely Ke-Makmur-an, which means a state or condition where a country has success and sufficiency in various aspects of life, especially in economic and

material terms. And lastly if we look closely at the pragmatic analysis (meaning of situation), we can see that the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

- b **“Gerakan Perubahan”** If we look closely at the analysis of the lexical meaning of the jargon, we can see that there is a lexical meaning, namely movement, which means an action or series of actions carried out by someone or something. Apart from that, there is the lexical meaning of Fox which means Prosperous, Sufficient or Prosperous in terms of material, economic and living conditions of the community.

However, If we look closely at the analysis of grammatical meaning. In the jargon there is a grammatical process such as affixation to the word "motion", namely Movement+an which means. More broadly, "movement" can refer to a collective action or activity carried out by a group of people with a specific goal. Then, the next word is "Ubah", namely Per-ubah-an. More broadly, "perubahan" refers to conditions or circumstances that become different from before as a result of certain actions or processes. And lastly is If we look closely at the analysis of pragmatic analysis (meaning of situation) we can see the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

- c **“Aminkan Saja Dulu”** If we look closely at the analysis of lexical meaning of the jargon. We can see that there is a lexical meaning, namely amen, which

comes from an Arabic loan word which is used in the context of prayers and requests, which means may it be granted. However, If we look closely at the of grammatical meaning we can see that the jargon abovegrammatical processes such as affixation of the word "amin" occur, namely amin+an. Overall, the grammatical meaning of the word "aminkan" in Indonesian indicates the act of saying "amin" as a response to prayer or hope. And lastly If we look closely at the analysis Pragmatic (meaning of situation) we can see the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

- 2 The second data was analyzed is **Semantic analysis of Prabowo Subianto and Gibran Raka Buming Raka's Jargon**. During the campaign period, there were three jargons that were often used by Prabowo Subianto and Raka Buming. The first Analysis Raka, namely:
 - a ***"Bersama Indonesia Maju"*** If we look closely at the analysis of lexical meaning, we can see of the jargon there is a lexical meaning, namely together, which means indicating that something is done or happens collectively or together. Apart from that, there is the lexical meaning of Forward, which means moving forward or experiencing improvement in terms of time, space or conditions. Furthermore, if we look closely at the analysis of grammatical meaning. we can see of the jargon there is a grammatical process such as affixation to the word "bersama", namely bersama+sama is used as an adverbial phrase to show that they are working collectively or united in the

same project. Then, the next word is "Maju", namely ke-Maju-an, which means a condition of positive development or change, both in social, economic, technological and various aspects of human life. And lastly if we look closely at the analysis of Pragmatic (meaning of situation) we can see of the jargon meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

- b **"Gemoy"** if we look closely at the analysis of lexical meaning we can see of the jargon "Gemoy" is a word that is often used in slang or informal language in Indonesia. Gemoy in this context refers to individual behavior or character that is considered to have a good market. Furthermore, if we look closely at the analysis of grammatical meaning we can see of the jargon based on other research, no explanation was found for the word "gemoy" which has grammatical meaning. And lastly if we look closely at the analysis of Pragmatic (meaning of situation) we can see of the jargon the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence.
- c **"Oke Gas Prabowo Gibran kita gas"** if we look closely at the analysis of lexical meaning we can see of the jargon overall, the lexical meaning of the word "gas" in Indonesian varies depending on the context, be it in chemistry, as fuel, or in slang to indicate enthusiasm or encouragement. Furthermore, if we look closely at the analysis of grammatical meaning we can see based on other research, the word "gas" was not found to have an explanation that has grammatical meaning. And lastly if we look closely at the analysis of

pragmatic(meaning of situation) we can see of th jargon the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

3 The last bits of data was analyzed **is Semantic analysisof GanjarPranowo and Mahfud MD's Jargon**. During the campaign period, there were three jargons that were often used by Anies Rasyid Baswedan and Muhaimin Iskandar, namely:

a **"Menuju Indonesia Unggul"**if we look closely at the analysis of lexical meaning we can see of th jargon there is a lexical meaning, namely goal, which means a target to be achieved.Apart from that, there is the lexical meaning of superior, which means it is used to describe something that has better or higher quality or achievements compared to the previous one or others.However,if we look closely at the analysis of grammatical meaning we can see of the jargon there is a grammatical process such as affixation to the word "tuju", namely me-nuju is a transitive verb in Indonesian which is used to express the direction or purpose of a movement or change in circumstances.Then, the next word is "superior" which means to surpass or be better than others in a certain thing.And lastly if we look closely at the analysis of pragmatic(meaning of situation) we can see of the jargon the meaning of the situation contained in the sentence is information about a vision summarized in a short and clear sentence. This is proven by the situation and sentence that refers to a future achievement.

- b **“*Kerja Cepat dan Unggul*”**if we look closely at the analysis of lexical meaning we can see of th jargon overall, the lexical meaning of the word "work" in Indonesian relates to activities or actions carried out to achieve certain goals, whether in the context of physical or mental activity, work, or the operation of a tool or machine. However, if we look closely at the analysis of grammatical meaning we can see of th jargon grammatical processes occur such as affixation to the word "do", namely work + do, the grammatical meaning of the word "do" indicates orders or instructions to carry out certain tasks or programs, with the hope of achieving goals or policies that have been set by the authority or political leader.And lastly if we look closely at the analysis of Pragmatic(meaning of situation) we can see of the jargon the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence.This is proven by situations and sentences that refer to future achievements.
- c **“*Sat Set Tes Tas*”**if we look closely at the analysis of lexical meaning we can see of the jargon based on other research, no explanation was found for the words "a set of test bags" that have lexical meaning.However if we look closely at the analysis of grammatical meaning we can see of the jargob based on other research, no explanation was found for the words "a set of test bags" that have grammatical meaning.Andlasty if we look closely at the analysis of Pragmatic (meaning of situation) we can see of the jargon the meaning of the situation contained in this sentence is information, a vision, which is summarized in a short and clear sentence. This is proven by situations and sentences that refer to future achievements.

4.2 Discussion

Based on the research findings, it was discovered that some of the jargon used by presidential candidates in the 2024 Indonesian Presidential Election did not meet the standards of semantic types such as lexical meaning, grammatical meaning analysis, or pragmatic analysis. A concrete example is the use of the jargon "Gemoy" by the Prabowo-Gibran pair and "Sat Set" by GanjarPranowo, both of which lack clear meaning outside of the political context. According to Chaer (2019), such jargon often confuses voters unfamiliar with political terminology because they lack a strong lexical foundation.

The jargon "Gemoy" used by the Prabowo-Gibran pair in the 2024 Indonesian Presidential Election theoretically lacks a clear or official lexical meaning in the Indonesian language. This term does not appear in Indonesian dictionaries, making its fundamental meaning not immediately understandable to the general public. In a political context, "Gemoy" seems to be employed to build a pleasing or attractive image or identity, but its lexical meaning remains undefined.

According to linguistic theory by Chaer (2019), jargon like "Gemoy" can confuse voters who are unfamiliar with the term because it lacks a strong lexical foundation and cannot be easily understood outside its political context. Chaer states that political jargon often lacks clear lexical meaning and functions more as a rhetorical tool to attract attention and build an image rather than convey a clear message.

Research by Jones (2021) supports this view, showing that political jargon often does not adhere to conventional grammatical structures or lexical meanings.

Instead, such jargon focuses on rhetorical effects and emotional impact on the audience, as well as building the desired image for the candidate. Jones explains that political language is frequently used to create emotional impact and reinforce political identity rather than to deliver literal meaning.

Furthermore, Furko (2017) pragmatic theory indicates that the meaning of political jargon often depends on broader social, political, and cultural contexts. Smith argues that in the case of "Gemoy," the term may be designed to create an emotional bond with younger voters, reflecting a communication strategy aimed at establishing a closer relationship with a specific demographic group. Smith emphasizes that political language can be used strategically to shape perceptions and political support through broader social and contextual nuances (Smith, 2020).

The jargon "Sat Set" used by Ganjar Pranowo in the 2024 Indonesian Presidential Election does not have a clear lexical meaning outside the political context. The term is not listed in Indonesian dictionaries, so its basic meaning cannot be directly understood by the general public. In the political context, "Sat Set" appears to be used to convey a sense of efficiency and speed in action, creating an image that Ganjar Pranowo is a candidate who is quick and effective in development.

According to research by (Holmes & Wilson, 2017), political language often uses jargon and phrases that lack clear lexical meanings to shape images and influence public perception. Holmes suggests that political jargon is designed to create emotional effects and build the candidate's identity rather than convey precise information. In this case, "Sat Set" may be used to create the impression

that Ganjar Pranowo is a candidate who can address issues quickly and efficiently, even though the phrase does not have a concrete lexical meaning.

Research by Van Dijk (2023) also supports this view by demonstrating how political jargon functions as a strategic tool to build narratives and guide public perception. Van Dijk explains that political language is often used to reinforce the candidate's image and manipulate public perception through the use of phrases specifically crafted to create certain impacts. "Sat Set" can be considered part of a communication strategy aimed at associating Ganjar Pranowo with qualities such as efficiency and speed.

Furthermore, research by Wodak & Meyer (2015) in the field of political discourse analysis highlights that political jargon often relies on broader social and cultural contexts to determine its meaning. They argue that the meaning of jargon like "Sat Set" is often constructed within a larger political discourse context, where the phrase functions to build an image and influence public opinion. Wodak and Meyer demonstrate that political language uses complex communication strategies to shape perceptions and build support (Wodak & Meyer, 2023).

Among the jargon used by presidential candidates in the 2024 Indonesian Presidential Election, the pair number 1, Anies Baswedan and Muhaimin Iskandar, employs jargon with clearer lexical meanings compared to that of other candidates. Phrases such as "Indonesia Adil dan Makmur untuk Semua" ("A Just and Prosperous Indonesia for All"), "Gerakan Perubahan" ("Movement for Change"), and "Aminkan Saja Dulu" ("Just Amen to It First") have more defined meanings that are easily understood by the general public.

The phrase "Indonesia Adil dan Makmur untuk Semua" suggests an aspiration to create a country that is just and prosperous for all Indonesians. The term "adil" means providing equal treatment without discrimination, while "makmur" refers to economic and social well-being. This jargon conveys an inclusive and equitable policy goal, presenting a concrete vision of national welfare.

"Gerakan Perubahan" carries a clear lexical meaning, referring to an initiative or effort to bring about change in society or the government system. The term "gerakan" means a collective action, while "perubahan" denotes the process of transformation towards a desired state. This jargon reflects the candidates' commitment to reform and innovation.

The phrase "Aminkan Saja Dulu" also has a specific meaning, where "aminkan" means to approve or affirm, and "dulu" indicates that initial support is needed before proceeding further. In a political context, this phrase may be used to encourage voters to offer preliminary support for proposed ideas or programs.

According to research by Armi (2018), jargon with clear lexical meanings helps in better communication and understanding among the general public. Phrases like "Indonesia Adil dan Makmur untuk Semua" and "Gerakan Perubahan" effectively convey specific values and goals that are easily grasped and supported by voters. Additionally, research by Lestari (2020) supports this view, showing that clear and concrete lexical meanings in political jargon strengthen voter engagement and support by making the candidate's message more relatable and understandable.

Further analysis indicates that the choice of words or phrases in political jargon is often driven more by rhetorical considerations and political identity than by semantic clarity. In the political context, the use of language is not merely about conveying information clearly but also about building an image and influencing public perception. Jones (2017) argues that this can lead to the use of language that does not always adhere to conventional grammatical structures. Instead, political language is often crafted to create a strong communicative effect and support the desired political narrative.

Political jargon is often designed to have a strong emotional or symbolic appeal, which can impact the audience more than its literal meaning. In other words, the choice of words and phrases in political jargon is oriented more towards how the message can enhance political identity and emotional resonance than how well the message conforms to standard grammatical rules. This approach allows candidates to create a specific image or project a message that aligns with their campaign strategy.

In the case of the Prabowo-Gibran pair, jargon such as "Gemoy" may be intended to create a distinctive and appealing image designed to attract a specific audience, such as the younger generation. However, this term may lack clear meaning outside of the political context and might be difficult for the general public to understand without additional explanation. As a result, such jargon may not only serve to convey information but also to build an emotional connection or desired identity within the political narrative.

Research by Hadi et al., (2020) indicates that political jargon is often designed to have a strong emotional appeal, even if its meaning is not always

clear outside the political context. Putranto (2024) explains that using uncommon terms can create a unique and attractive image for certain audience groups but may not be effective in conveying information directly to the broader public. This aligns with the analysis of jargon like "Gemoy," which functions more to build political identity and emotional resonance rather than to convey a clear literal meaning.

Further, research by Khairani & Suprijono (2015) emphasizes that political language relying on unusual jargon can create a strong communicative effect by linking political messages with the identity of specific groups or demographics. Haryanto argues that terms like "Gemoy" can build a strong emotional connection with the target audience, such as the younger generation, even though the term may be less understood outside its specific political context.

Research by (Haryani, 2019) also supports this view, stating that political jargon is often used to shape perceptions and manipulate support through the creation of appealing images and narratives. They demonstrate that terms like "Gemoy" serve to capture attention and build a closer relationship with the desired audience, highlighting the importance of communication strategies in politics.

In the case of Ganjar Pranowo, jargon such as "Sat Set" lacks clear grammatical meaning. This term does not conform to conventional grammatical structures and does not adhere to standard linguistic rules. However, in the political context, "Sat Set" is used to convey rapid progress in development proposed by the Ganjar Pranowo pair, suggesting it is designed more for rhetorical impact and emotional resonance than for grammatical clarity. The term

is intended to create a distinctive and appealing image, particularly aimed at specific demographics such as the younger generation.

Research by Yusuf (2023) indicates that political jargon is often designed to create a particular impression and link messages with specific demographic identities, even if the term lacks clear grammatical meaning. Prasetyo argues that political language frequently relies on rhetorical effects to build an image and capture the target audience's attention, as seen in the use of jargon like "Sat Set," which functions to signify speed and efficiency in development.

Additionally, research by Putranto (2024) explains that political jargon is often used to create emotional resonance and build strong connections with voters through appealing and relevant imagery. They demonstrate that terms like "Sat Set" aim to project a dynamic and proactive image, which can enhance the political appeal of the candidate to certain groups, even though the term may be less understood in conventional linguistic terms.

In general, the Anies Baswedan and Muhaimin Iskandar pair employs jargon with clear grammatical meaning that adheres to Indonesian language rules. For example, the phrase "Indonesia Adil dan Makmur Untuk Semua" grammatically conveys a clear and structured meaning, indicating their commitment to creating justice and prosperity for all Indonesians. Similarly, "Gerakan Perubahan" clearly denotes an initiative or effort to bring about change, with "gerakan" meaning collective action and "perubahan" referring to transformation toward a better state. The phrase "Aminkan Saja Dulu" also has a concrete and grammatically understandable meaning, where "aminkan" means to approve or agree, and "dulu" indicates the need for initial support before

proceeding to the next step. These jargons are designed to convey clear and specific messages to the public, reflecting the vision and goals of the candidates.

Research by Sari (2021) indicates that jargon with clear grammatical meaning facilitates public understanding and strengthens political communication. Sari argues that using well-structured phrases, such as "Indonesia Adil dan Makmur Untuk Semua" and "Gerakan Perubahan," helps avoid ambiguity and ensures that the message is easily received by the public. Jargon that is clear and grammatically precise allows candidates to communicate their vision more effectively and avoid confusion that might arise from unclear terms.

Furthermore, research by Dwi(2017)underscores the importance of grammatical meaning in political jargon. Prabowo explains that jargon adhering to standard grammatical rules tends to be more easily understood by voters, thereby enhancing the effectiveness of political communication. In the context of phrases like "Aminkan Saja Dulu," the precise choice of words and correct grammatical structure help reinforce the intended message, providing clarity that the support being requested can be clearly interpreted by the audience.

From a pragmatic analysis perspective, Smith (2020) explains that the meaning of political jargon often heavily depends on broader social, political, and cultural contexts. The use of jargon can reflect complex communication strategies aimed at influencing public perception of candidates. Moreover, the primary functions of political jargon may include grouping political identities, fostering unity among supporters, or even succinctly and effectively expressing political ideologies. This aligns with theories of political communication that suggest

specialized language in politics serves not only to convey messages but also to manipulate public perceptions and views on relevant political issues.

The analysis of jargon used by the 2024 Indonesian presidential candidates reveals distinct findings and semantic deviations. Anies Rasyid Baswedan and Muhaimin Iskandar employ phrases like "Indonesia Adil dan Makmur untuk Semua," "Gerakan Perubahan," and "Aminkan Saja Dulu," which exhibit clear lexical meanings and adhere to conventional grammatical structures, effectively conveying their vision of inclusivity and reform. In contrast, the Prabowo Subianto and Gibran Rakabuming Raka pair includes "Gemoy," which lacks a clear lexical meaning in standard Indonesian and serves more as a rhetorical device aimed at creating an appealing image for younger voters, leading to significant semantic deviation. Similarly, Ganjar Pranowo and Mahfud MD use "Sat Set," which also deviates from conventional grammar and lacks clear lexical meaning, being intended to evoke a sense of speed and efficiency without precise interpretation. Overall, while Baswedan's pair maintains semantic clarity, the other pairs leverage ambiguous jargon strategically to foster emotional connections and build compelling political identities, highlighting the complex relationship between political language and public perception.

After analyzing all the data obtained from the jargon of presidential and vice-presidential candidates, the findings are as follows:

1. The jargon "Gemoy" used by the Prabowo-Gibran pair and "Sat Set" by Ganjar Pranowo lack clear meaning outside of political contexts, confusing voters unfamiliar with these terms, as noted by Chaer (2019).

2. The function of jargon in general elections includes building political identity, directing complex political messages, and creating a positive or emotional image of candidates. Jargon also helps differentiate candidates from competitors, strengthen supporter unity, and direct campaign narratives to achieve desired political goals.

CHAPTER V CONCLUSION

5.1. Conclusion

Based on the analysis of data regarding the semantic analysis of political jargon in the Indonesian presidential election, which includes lexical meaning, grammatical meaning, and pragmatic meaning, the following conclusions can be drawn. Semantic analysis of the jargon used by AniesRasyidBaswedan and Muhaimin Iskandar, PrabowoSubianto and Gibran RakabumingRaka, as well as GanjarPranowo and Mahfud MD, reveals both differences and similarities in their choice of words and the meanings conveyed. The jargon "*Indonesia Adil dan Makmur Untuk Semua*" used by AniesRasyidBaswedan and Muhaimin Iskandar reflects the lexical meaning of "adil" (fair), which signifies impartial justice, and "makmur" (prosperous), which refers to material and social well-being. Grammatical analysis shows that affixation, such as "-an" in "makmur," clarifies the meaning of prosperity. Meanwhile, the jargon "*Bersama Indonesia Maju*" used by PrabowoSubianto and Gibran RakabumingRaka highlights the lexical meaning of "bersama" (together), emphasizing collective action, and "maju" (progressive), which indicates positive development. The affixation in these terms also clarifies the meanings related to unity and progress.

The jargon "*Menuju Indonesia Unggul*" used by GanjarPranowo and Mahfud MD illustrates the lexical meaning of "unggul" (superior), which denotes higher achievement or quality, with affixation on "tuju" indicating direction or purpose. Pragmatically, all three jargons present a clear and concise vision for the future, encapsulated in brief statements. The function of jargon in general elections includes building political identity, conveying complex messages, and creating a

positive or emotional image of the candidates. Jargon also serves to differentiate candidates from their competitors, strengthen supporter unity, and guide campaign narratives to achieve the desired political goals.

5.2. Suggestion

1. For the author, it is hoped that this research serves as an initial step in uncovering the deeper meanings of political jargon in the Indonesian presidential election and capturing its complexities to stimulate further interpretation. The author also hopes that other researchers will explore political jargon more thoroughly and comprehensively based on this study.
2. For the community, especially voters in Indonesia, it is anticipated that they will gain a better understanding of and analyze the political jargon used in presidential campaigns. This will help them make more informed decisions and avoid being swayed solely by slogans or rhetoric.
3. For readers, it is hoped that they will find the analysis of political jargon in the Indonesian presidential election valuable as a reference for understanding and critically evaluating political messages. In doing so, political jargon can play a role in the process of opinion formation and broaden awareness of the political dynamics in Indonesia.

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Appendix 1. Permohonan Persetujuan Judul Skripsi

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : **Wildanni Jannah**
 NPM : 2002050027
 Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia	

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

Disetujui oleh
 Dosen Pembimbing



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

Medan, Januari 2024
 Hormat Pemohon,



Wildanni Jannah

Appendix 2. Format K-1



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
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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 : **Wildanni Jannah**
 NPM : 2002050027
 Prog. Studi : Pendidikan Bahasa Inggris
 Kredit Kumulatif : 119 SKS

IPK= 3.71

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia	
	The Use of Media Domino Cards for Students at SMK PAB Helvetia to Increase Vocational Vocabulary	
	Semantic Analysis the Meaning "Gemoy" Jargon on the Banner of Presidential and Cawapresidential Candidate Prabowo-Gibran in Indonesia in 2023	

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

Medan, Januari 2024
 Hormat Pemohon,

Wildanni Jannah

Keterangan:

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

Appendix 3. Format K-2



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

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 : **Wildanni Jannah**
 NPM : 2002050027
 Prog. Studi : Pendidikan Bahasa Inggris

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

Semantic Analysis of 2024 Political Jargon in President and Vice
 President Election in Indonesia

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

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

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, Januari 2024
 Hormat Pemohon,

Wildanni Jannah

Keterangan

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

Appendix 4. Format K-3

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

Noimor : 0527 /II.3/UMSU-02/F/2024
Lamp : ---
Hal : **Pengesahan Proyek Proposal
Dan Dosen Pembimbing**

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

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

Nama : **Wildanni Jannah**
N P M : 2002050027
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia.**

Pembimbing : **Pirman Ginting, 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 kadaluwarsa tanggal : **27 Februari 2025**

Medan 17 Syaban 1445 H
27 Februari 2024 M


Dr. H. Samsuryanta, MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
 2. Ketua Program Studi
 3. Pembimbing Materi dan Teknis
 4. Pembimbing Riset
 5. Mahasiswa yang bersangkutan :
- WAJIBMENGIKUTISEMINAR**



Appendix 5. Permohonan Perubahan Judul Skripsi

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jalan Kapten Mochtar Basri, BA No.3 Medan Telp. (061) 661905 Ext. 22, 23, 30
 Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

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

Perihal : **Permohonan Perubahan Judul Skripsi**

Bismillahirrahmanirrahim
 Assalamu'alaikum Wr. Wb

Dengan hormat, yang bertanda tangan di bawah ini:

Nama : Wildanni Jannah
 NPM : 2002050027
 Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan perubahan judul Skripsi, sebagai mana tercantum di bawah ini:

Semantic Analysis of 2024 Political Jargon in President and Vice President Election
 in Indonesia

Menjadi:

Semantic Analysis of 2024 Political Jargon in Presidential Election in Indonesia

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

Medan, Juni 2024

Ketua Program Studi
 Pendidikan Bahasa Inggris

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

Hormat Pemohon

Wildanni Jannah

Diketahui Oleh :

Dosen Pembahas

Ratna Sari Dewi, S.S., M.A.

Dosen Pembimbing

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

Appendix 6. Berita Acara Bimbingan Proposal



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



BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
 Fakultas : Keguruan dan Ilmu Pendidikan
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
 Nama : Wildanni Jannah
 NPM : 2002050027
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
18/12/23	Formulating research title	
1/02/24	Raise the gap in the back ground	
23/04/24	Formulate the research problem that relate to the gap.	
13/05/24	provide relevant & sufficient theories	
20/05/24	elaborate the research design	
25/05/24	explain more about the technique of collecting & analyzing data.	
28/05/24	ACE : Ready to seminar	

Diketahui oleh:
 Ketua Prodi

(Pirman Ginting, S.Pd., M.Hum.)

Medan, Mei 2024

Dosen Pembimbing

(Pirman Ginting, S.Pd., M.Hum.)

Appendix 7. Berita Acara Seminar Proposal



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 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

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Jumta Tanggal 07 Bulan Juni Tahun 2024 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa:

Nama Lengkap : Wildanni Jannah
 N.P.M : 2002050027
 Program Studi : Pendidikan Bahasa Inggris
 Judul Proposal : Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia

No	Masukan dan Saran
Judul	<i>Revised the word President in the Title</i>
Bab I	<i>Adding journal related the topic & fact about using jargon.</i>
Bab II	
Bab III	<i>Adding Theory for explaining Data Collection & Analysis.</i>
Lainnya	<i>Writing References.</i>
Kesimpulan	[] Ditolak [] Disetujui [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Ratna Sari Dewi, S.S., M.A.)

Ketua

(Pirman Ginting, S.Pd., M.Hum.)

Dosen Pembimbing

(Pirman Ginting, S.Pd., M.Hum.)

Panitia Pelaksana

Sekretaris

(Rita Harisma, S.Pd., M.Hum.)

Appendix 8. Surat Keterangan Seminar Proposal

**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap : Wildanni Jannah
N.P.M : 2002050027
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia

benar telah melakukan seminar proposal skripsi pada hari Jumat, tanggal 07, Bulan Juni, Tahun 2024.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, Juni 2024

Ketua,

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

Appendix 9. Lembar Pengesahan Hasil Seminar Proposal



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**
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

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Wildanni Jannah
N.P.M : 2002050027
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Semantic Analysis of 2024 Political Jargon in President and Vice President Election in Indonesia

Pada hari Jumat tanggal 7, bulan Juni tahun 2024 sudah layak menjadi proposal skripsi.

Medan, Juni 2024

Disetujui oleh:

Dosen Pembahas

(Ratna Sari Dewi, S.S., M.A.)


Dosen Pembimbing

(Pirman Ginting, S.Pd., M.Hum.)

Diketahui oleh
Ketua Program Studi,

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

Appendix 10. Surat Keterangan Izin Riset



UMSU
Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 1913/SK/BAN-PT/AK.KP/PT/XI/2022

Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003

<https://fkip.umsu.ac.id>
fkip@umsu.ac.id
[umsumedan](#)
[umsumedan](#)
[umsumedan](#)
[umsumedan](#)

Nomor	: 1636 /II.3/UMSU-02/F/2024	Medan, <u>06 Muharram</u> <u>1446 H</u>
Lamp	: ---	<u>12 Juli</u> <u>2024 M</u>
H a l	: Izin Riset	


**Kepada : Yth. Bapak/Ibu Kepala
Perpustakaan UMSU
Di
Tempat.**

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb


Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama	: Wildanni Jannah
N P M	: 2002050027
Program Studi	: Pendidikan Bahasa Inggris
Judul Penelitian	: Semantic Analysis of 2024 Political Jargon in Presidential Election in Indonesia.





Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Wassalam
@ Dekan
Wakil Dekan I



Dr. Hj. Desri Kesama Nasution, M. Hum.
NIDN : 0106087503

Appendix 11. Berita Acara Bimbingan Skripsi



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



BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
 Fakultas : Keguruan dan Ilmu Pendidikan
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
 Nama : Wildanni Jannah
 NPM : 2002050027
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : Semantic Analysis of 2024 Political Jargon in President Election in Indonesia.

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
12 Juli 2024	- Elaborate the current issue about the topic - Provide the gap	
25 Juli 2024	- Provide relevant studies or theories	
29 Juli 2024	- The formulation of problem should be based on the gap in the background	
1 Agustus 2024	- Analyze the data based on the formulation of the problem	
08 Agustus 2024	- In the discussion section, please compare and contrast your data with other related studies	
12 Agustus 2024	- Check the writing system of reference	
13 Agustus 2024	Acc	

Diketahui oleh:
Ketua Prodi

(Dr. Pirman Ginting, S.Pd., M.Hum.)

Medan, Agustus 2024

Dosen Pembimbing

(Dr. Pirman Ginting, S.Pd., M.Hum.)

Appendix 12. Curriculum Vitae**CURRICULUM VITAE**

Name : Wildanni Jannah
 NPM : 2002050027
 Gender : Female
 Religion : Islam
 Place/Data of Birth : Hamparan Perak, 17 April 2002
 Address : Jl, Besar Hamparan perak, Komplek PT. Ira Blok B No.89
 Call-Number : 081274406571
 Email : wildanijannah1234@gmail.com
 Father's Name : Edy Syafii
 Mother's Name : Junita

Education
Backgrounds

Elementary School : Balerina School (2008-2014)
 Junior High School : SMP Negeri 20 Medan (2014-2017)
 Senior High School : SMK Broadcasting Bina Creative Medan (2018-2020)
 University : Universitas Muhammadiyah Sumatera Utara (2020-2024)