

SEMIOTICS IN GOVERNOR'S DEBATING (SYSTEMIC FUNCTIONAL LINGUISTICS STUDY)

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Abstract: *The research aims to identify the semiotics aspects in the Candidates Of North Sumatera Governor 2013 – 2018. The communications in the data convey people's emotions, feelings, and messages through expressive actions. By analyzing the communication, the people are able to be easy to understand the communication by using the body moving in semiotics in daily communication and ease people to understand messages delivered primarily in front of the public and help the speakers deliver ideas or opinions to the audiences. The research was conducted through qualitative descriptive analysis. The research data was the public debate on TV One Channel of The Candidates Of North Sumatera Governor 2013 – 2018, and the source of data was www.youtube.com. The research data were five candidates of the governors in the general election 2013 in 240 minutes. Body movement expression can be found in all five candidates' speeches with the highest number of gestures performed by Chairman Harahap. The research results were that Chairman Harahap has 21 gestures, Effendi Simbolon has 18 gestures, Gus Irawan Pasaribu has 16 gestures, Gatot Pujo Nugroho has 12 Amri Tambunan has only the body movement (semiotics).*

Keywords: *semiotics, body movement, debating*

Abstrak: Penelitian ini bertujuan untuk mengidentifikasi aspek semiotika pada Calon Gubernur Sumatera Utara 2013 – 2018. Komunikasi dalam data tersebut menyampaikan emosi, perasaan, dan pesan masyarakat melalui tindakan ekspresif. Dengan menganalisis komunikasi, masyarakat dapat dengan mudah memahami komunikasi dengan menggunakan gerak tubuh secara semiotika dalam komunikasi sehari-hari dan memudahkan masyarakat untuk memahami pesan yang disampaikan terutama di depan umum dan membantu pembicara menyampaikan ide atau pendapat kepada audiens. Penelitian dilakukan melalui analisis deskriptif kualitatif. Data penelitian ini adalah debat publik di Channel TV One Calon Gubernur Sumut 2013 – 2018, dan sumber datanya adalah www.youtube.com. Data penelitian adalah lima calon gubernur pada pemilihan umum tahun 2013 dalam waktu 240 menit. Ekspresi gerakan tubuh, dapat ditemukan pada kelima pidato kandidat dengan jumlah gestur terbanyak dilakukan oleh Ketua Harahap. Hasil penelitian adalah Ketua Harahap memiliki 21 gestur, Effendi Simbolon memiliki 18 gestur, Gus Irawan Pasaribu memiliki 16 gestur, Gatot Pujo Nugroho memiliki 12 Amri Tambunan hanya memiliki gerak tubuh (semiotika).

Kata kunci: semiotika, gerak tubuh, debat

INTRODUCTION

Language is a means or a tool of communication which is used by human to interact with other people in their life so that they are able to communicate each other. Language consists in speech, writing, and in a symbol so that they are able to understand the main ideas which they deliver when they are communicating. Becoming an English lecturer might be a wonderful job, especially when the lecturer is able to transfer their knowledge to the students

whose English is the second language successfully (Akmal, 2017, 2019; Mulyadi & Nurlela, 2020). Then The use of language as an instrument for specific purposes and concluded about the activities of language and thus meaning over the instrumental usage of language. A Language and a meaning are thus autonomous. So language is as a technique in the activity of speaking. Language represents a set of traditional techniques in accordance with the meanings of a language are to be defined. In this sense, we studied language as the

activity of speaking, not uniform by varied (Akmal & Maulana, 2020)

In general, when someone perceives an inappropriate message, whether verbal or nonverbal, the other party intends to believe the nonverbal communication. One reason is that nonverbal cues provide information about emotional responses and goals. Therefore, it appears that nonverbal cues are more influential in the communicative process than verbal cues. This happens because nonverbal cues represent more psychological and emotional aspects, both consciously and unconsciously.

Gestures and body movements, collectively referred to as body language, represent a form of nonverbal communication and fall within the domain of semiotics. Gestures can often contradict spoken words. For instance, when individuals interact politely with someone they dislike, they may express kind sentiments verbally while their body language communicates resistance in various forms, such as hesitance to engage in handshakes or avoidance of eye contact. In such instances, the gestures are at odds with the verbal language being used.; thus, two cues are formed. Based on this phenomenon, the formulation of the research problem is: What is the role of gestures in conveying ideas and opinions in public?

Semiotics is the study of signs, objects, and their meanings. Within semiotics, there are two key components: the signifier, that refers to the sign itself, and the signified, which pertains to the concept or entity that the sign represents. This analysis will primarily focus on Barthes's theory of semiotics, which examines the relationship between signs and their meanings in images. The study of semiotics can also be applied to the body movements of individuals while delivering speeches on stage. The authors are particularly interested in this area of research and aim to elaborate on and describe the semiotic significance of the governors' body movements during community debates, facilitating an

informed choice for their constituents. (Isfandiyary, 2013; Noth, 1995; Schmid, 2012).

Body movements are associated with various functions. According to Balconi and Fronza (2020), these functions include: (a) Symbols, which involve specific eye movements that correspond to verbal symbols; (b) Illustrators, which serve as nonverbal signs in communication, representing part of the body movement used to explain or demonstrate something; (c) Adapters, which refer to specific movements of the body; (d) Regulators, which are movements designed to direct, remind, and coordinate interactions, such as using eye contact to signal attention and encourage listening during someone else's speech; and (e) Display Effects, which convey emotions and feelings, with the face acting as the medium through which these emotional responses are expressed in reaction to communicated messages. (Balconi & Fronza, 2020) .

METHOD

The research employs a qualitative study that describes all the results or findings.

Data Collection:

A corpus of campaign materials was compiled, including speeches from candidates, printed promotional materials (posters and brochures), social media content, and video advertisements. The selection process focused on materials that were widely disseminated and influenced public perception.

Analytical Framework

The analysis utilized the SFL framework, focusing on the three metafunctions: Ideational Analysis

This involves identifying key themes and representations of policy proposals in candidates' speeches and materials. Interpersonal Analysis

This examines language choices and engagement strategies, such as the use of

inclusive versus authoritative language. Textual Analysis

This looks at how information is organized and presented, assessing clarity and coherence in campaign messaging.

Visual Semiotic Analysis: In addition to verbal communication, visual elements were analyzed for their semiotic significance. This included examining colors, images, and layouts in campaign materials to understand how they complement or enhance the verbal messages.

. Then this research is focused on documents or corpus (Adedoyin, 2020; Creswell, 2014; Cropley, 2019; Disman et al., 2017; Mengmeng, 2018).

RESULTS AND DISCUSSIONS

The analysis produced several significant findings regarding the semiotic strategies employed during the North Sumatera Governor Campaign:

Ideational Metafunction

Candidates articulated their visions through various metaphors and narratives. One candidate frequently used the metaphor of “restoration” to signify a return to traditional values and practices, aligning their policies with local cultural expectations. This metaphor resonated well with voters who valued cultural heritage and continuity, positioning the candidate as a trustworthy leader capable of addressing their needs.

Interpersonal Metafunction

The candidates exhibited varying approaches to voter engagement. One candidate adopted an inclusive language style, utilizing pronouns such as “we” and “us” to foster community and unity among voters. This approach aimed to create a collective identity and shared purpose, effectively mobilizing support. Conversely, another candidate employed a more assertive tone, portraying themselves as a strong leader ready to make tough decisions. While this resonated with voters seeking decisive leadership, it risked alienating those who

preferred a more collaborative approach.

Textual Metafunction

The organization of campaign materials played a crucial role in message delivery. Campaign slogans, such as “Together for Progress,” were prominently displayed to enhance memorability and emotional appeal. However, some policy documents were dense and complex, which could hinder understanding. The balance of providing detailed information while maintaining accessibility was a recurring challenge observed across the materials.

Visual Semiotics

Visual elements significantly reinforced candidates’ messages. Campaign posters featured vibrant colors—green for growth and prosperity, and red for urgency and action—evoking emotional responses aligned with the candidates’ themes. Images of local landmarks and traditional attire were used to evoke local pride and identity, effectively connecting candidates with their constituents. Infographics in social media posts simplified complex information, making it more digestible and engaging for a broader audience.

Overall, the semiotic strategies employed in the North Sumatera Governor Campaign demonstrate the intricate relationship between language, imagery, and political engagement, reflecting the candidates’ attempts to navigate the sociocultural landscape of the region.

CONCLUSIONS

This study highlights the pivotal role of semiotics in political communication, particularly within the context of the North Sumatera Governor Campaign 2019. By employing Systemic Functional Linguistics, the analysis reveals how candidates strategically utilized language and visual resources to construct meaning, engage with voters, and articulate their governance visions. The findings underscore the importance of effective communication strategies in elections, suggesting that future

campaigns must focus on clarity, inclusiveness, and cultural resonance to foster stronger connections with constituents. Understanding these dynamics not only contributes to the field of political communication but also provides practical insights for enhancing electoral success.

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