

ABSTRACT

MUHAMMAD SADDAM ARGADIRJA, 10821636.

CAMPAIGN ADVERTISEMENTS OF 3 INDONESIAN PRESIDENTIAL CANDIDATES IN 2024 ON INSTAGRAM SOCIAL MEDIA

Keywords: Significance of Signs, Campaign Advertisements, Indonesian Presidential Candidates 2024, Semiotics

(xii + 53 + Appendices)

The purpose of this research is to understand the meaning of signs in the campaign advertisements of Indonesian presidential candidates in 2024 on the Instagram social media platform. This study employs a qualitative approach using Charles Sanders Peircean Semiotics Theory. Data collection was conducted through interviews with 3 students, each from the University of Indonesia, Muhammadiyah University, and State Islamic University. The results of this study show that the campaign ads for the three presidential candidates on Instagram have many visual and text elements that serve as communication signs. Each candidate focuses on key issues in their visions and missions, with Paslon 01 emphasizing social justice, Paslon 02 on legal certainty and downstreaming, and Paslon 03 on resource sustainability and Indonesia's progress. Although they have advantages, the three candidates also show some weaknesses, such as the lack of specificity of some visions and missions. Overall, their visions and missions underscore the shared hope of developing a more just, prosperous, and stable Indonesia.

Bibliography (1992 – 2020)