

## BEHIND THE CHARM OF BILLBOARDS: AN ANALYSIS OF SOCIAL SEMIOTICS OF THE PROPAGANDA LANGUAGE OF THE 2024 KENDARI MAYORAL CANDIDATES

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### Abstrak

*Penelitian ini bertujuan untuk membuka tabir pesona di balik baliho kampanye calon walikota Kendari tahun 2024 yang menggunakan bahasa propaganda analisis melalui semiotika sosial. Data yang digunakan dalam penelitian ini adalah dua baliho dari calon Walikota di Kota Kendari tahun 2024 yang memiliki hasil survei elektabilitas tertinggi atau kandidat yang populer pada masyarakat Kota Kendari. Penelitian ini menggunakan pendekatan kualitatif untuk menganalisis teks tulis dan teks visual dalam baliho. Hasil penelitian menunjukkan bahwa kedua baliho yang dijelaskan memiliki kesamaan dalam menggunakan bahasa propaganda, seperti logo, slogan, warna latar, dan warna pakaian kandidat. Penelitian ini menunjukkan bahwa objek partisipan baliho digunakan untuk menarik perhatian khalayak dan bahwa bahasa propaganda dalam baliho bergerak melalui berbagai elemen seperti logo, slogan, teknik foto, komposisi warna, susunan gambar, warna latar, dan warna pakaian kandidat.*

**Kata kunci:** Bahasa Propaganda; Baliho; Multifungsi; Calon Walikota; Semiotika Sosial.

### Abstract

*This study aims to unveil the charm behind the political campaign billboards for the 2024 Kendari Mayor candidate that use propaganda language through social semiotics analysis. The data used in this study are two billboards from candidates for Mayor in Kendari City in 2024 who have the highest electability survey results or candidates who are popular in the people of Kendari City. This study used a qualitative approach to analyze written text and visual text on billboards. The results showed that the two billboards analyzed had similarities in using propaganda language, such as logos, slogans, background colors, and the color of candidates' clothes. This research shows that the object of billboard participants is used to attract the attention of the audience and that the propaganda language in billboards moves through various elements such as logos, slogans, photo techniques, color composition, image arrangement, background color, and color of the candidate's clothing.*

**Keywords:** *Keywords: Studi Propaganda Language; Billboards; Multifunction; Mayoral Candidate; Social Semiotics.*

### Introduction

The 2024 mayoral election is part of the simultaneous Regional Head Elections (Pilkada) held in Indonesia in 2024. This regional election includes the election of Governors, Regents, and Mayors at the provincial to regency/city levels. The 2024 Mayor Election will be held to elect Mayors in various cities in Indonesia which will be held on

November 27, 2024 (Perludem, 2024). The candidates for mayor are currently trying to socialize with the community through billboards that are currently mushrooming at several road points in the Kendari city area.

The use of billboards as a means of campaigning has been popular since the 2014 election. This was due to a change in campaign methods in 2004, where Indonesians began directly electing their representatives to the DPR, DPD, and DPRD. In addition, PKPU regulation number 15 of 2012 stipulates that campaigns can only be carried out through limited meetings, face-to-face, distribution of campaign materials to the public, and installation of teaching aids. Meanwhile, print and electronic mass media are only allowed to be used for 21 days before polling day (Purnengsih, 2017).

Billboards are a very effective political propaganda media for outdoor campaigns, able to convey messages that influence the attitudes and behaviors of prospective voters (Priana, 2020). Usually, billboards use language represented through signs and symbols, both in the form of visual text and written text. Visual text on political billboards includes party logos, colors, and candidate photos, while written text includes the candidate's slogan, sequence number, name, and constituency. These elements have meanings that can communicate with the audience that sees them.

The use of billboards as a campaign medium is very popular among Kendari mayoral candidates, in addition to promoting themselves, conveying political messages, and increasing their popularity to a wide audience, billboards also have a wide reach because the large size of billboards and attractive visuals can attract the attention of passers-by easily, so that politicians can convey their political messages briefly and concisely, by using easy-to-understand images, colors, and text. On the other hand, billboards also have relatively long-term effectiveness and the most important thing is that the cost of political propaganda is relatively cheap compared to other media.

Visual and written text on billboards also serve as political branding for mayoral candidates. Political branding is a product that has identity values, including impressions, images, attitudes, and recognition. Political branding can form "identity myths" constructed in "populist worlds that depict the lives of real people who share the same ideological beliefs"(Leiliyanti et al., 2017).

This research focuses on the analysis of propaganda language in billboards as a discourse consisting of written text and visual text. Researchers use the theory of Social Semiotics of Kress and Van Leeuwen, which is part of multimodal theory and develops from Halliday's theory of Functional Systemic Linguistics. This theory is used to identify slogans, sentences with propaganda elements, as well as combined representations of visual text elements and written text in billboards (Zakiyuddin, 2018). This research particularly highlights the language of propaganda in mayoral billboards through the perspective of social semiotic theory: multimodal, without involving other propaganda techniques or typologies.

Research on the language of propaganda in political billboard advertising has been done before. For example, Fery Darmawan 2018 analyzed five advertising banners for Bandung mayoral candidates using a social modality semiotics approach from Kress and Leeuwen to identify visual codes such as writing, images, and colors on banners (Darmawan, 2018). Furthermore, Eko Kurtanto in 2018 described hidden power relations and ideological processes that arise in oral or written discourse, by referring to Pragmatic

theory and Halliday discourse analysis to examine the structure and function of language in grammatical structures. Kurtanto's research focus is on the style of language chosen by opposition politicians (Kuntarto, 2018).

Purnengsih 2017 analyzed billboards of legislative candidates in Bogor City as a source of data. This study found that billboards, which are used as a tool for political propaganda by candidates, are packed with various symbols such as religious symbols, education, and nationalism that are conveyed persuasively (Purnengsih, 2017). In addition, Wahdaniah et al. (2019) examined the influence of voter age factors on persuasive language and evaluated the level of language politeness in candidate banners in the 2019 legislative election in Lhokseumawe City (Wahdaniah et al., 2019).

Dewi, 2021 researched propaganda language on billboards of legislative candidates from nationalist parties, especially Jokowi's coalition in the 2019 election. This study examines billboards of candidates from the Jokowi-Ma'ruf nationalist coalition, who played a role in Jokowi's victory or used Jokowi's influence to win votes. The method used is an interpretive qualitative approach with the theory of Social Semiotics developed by Gunther Kress and Theo Van Leeuwen. This study aims to identify the mechanism of propaganda language contained in candidate billboards (Dewi, 2021)

Meanwhile, this research is about Behind the Charm of Billboards: Social Semiotics Analysis of the Propaganda Language of Kendari Mayor Candidates in 2024 using qualitative methods with a multimodal discourse approach Gunter Kress and van Leeuwen.

## **Research Method**

This research uses qualitative methods with a metafunctional discourse approach from Gunter Kress and van Leeuwen. According to Chen & Gao (2013), metafunctional discourse analysis is based on Systemic Functional Linguistics (SFL) (Saragih & Saragih, 2021). In SFL, language is considered part of social semiotics. Gunther Kress then distinguishes social semiotics from traditional semiotics or mainstream semiotics proposed by Saussure. Saussure's semiology refers to semiotic signs that already exist and are used by society (Kress & Van Leeuwen, 2001). In contrast, social semiotics refers to signs constructed by the sign-maker according to his needs. In social semiotics, there are many semiotic resources that sign-makers can use or incorporate for their purposes. According to Kress and Leeuwen (2021: 149), "Sign makers choose the way they consider most appropriate and reasonable to express the meaning they want to convey".

This study aims to uncover billboard problems by identifying the mechanism of propaganda language contained in the political campaign billboards of Kendari mayoral candidates using social semiotics analysis. The data in this study includes visual text and written text on candidate billboards, which include party logos, colors, candidate photos, and written text consisting of candidate slogans, sequence numbers, names, and constituencies.

This study takes data sources from the Indonesian Indicator Researchers survey results, which analyzes the electability level of Kendari mayoral candidates released through the online media Kompasiana on May 16, 2024. The research objects used in this study were 2 (two) billboards from 2 (three) mayoral candidates who had the highest polls. The survey results of Indonesian indicator researchers, namely AJP's electoral support stands at 26.0%, far behind its rivals. Followed by Sitya Giona Nur Alam (17,5%), Siska Karina Imran (16,0%), Asmawa Tosepu (10,6%) and Abdul Rahman (4,1%). Responden TT/TJ as much as 26,0%.(Pena, 2024) From the data previously described, there are two candidates for mayor candidates who have the highest electability presentation, namely Aksan Jaya Putra, B.Bus (SKI), and dr. Siska Karina Imran, SKM (SKI).

The steps taken by researchers in collecting data are as follows: 1) choosing two billboards from each candidate for mayor based on the survey results of the top 2 Kendari mayoral candidates who have a high percentage of electability, using the purposive sampling stratification method. 2) identify visual text elements, including the background color of the candidate's billboard, the use of candidate props, party logos, the candidate's background image, the candidate's gestures and numbers, clothing, and facial expressions. 3) identify elements in the article related to visual text and written text on the candidate's billboard.

Data from billboards will be analyzed through several stages as follows: 1) analyze visual text to elaborate representational metafunctions, including concepts and narratives; 2) interpret sign practices in representational metafunctions; 3) identify visual texts to elaborate interpersonal metafunctions, including gestures, social distance and intimacy, horizontal angular perspective and engagement, and vertical angle and power perspective; 4) interpret sign practices in interpersonal metafunctions; 5) identify visual text to describe compositional metafunctions, such as information values, salient parts, and image arrangement; 6) interpret sign practices in compositional metafunctions; 7) make correlations among the three metafunctions based on the lens of social semiotics; and 8) make conclusions.

## Finding and Discussion

Researchers presented pictures of 2 billboards from each candidate for Kendari mayoral candidates, including 1) Aksan Jaya Putra, B, Bus (AJP) and 2) dr. Siska Karina Imran, SKM (SKI);



Figure 1 Aksan Jaya Putra, B. Bus Kendari Mayoral Candidate



Figure 2, Dr. Siska Karina Imran, SKM (SKI) Kendari Mayor Candidate

Analysis of both billboards showed that they used similar propaganda language mechanisms, such as logos, slogans, and the selection of background colors and candidates' clothing. Researchers observed that the billboards made use of visual elements such as a direct view of the audience to ask for support explicitly. In addition, researchers found that three participants' postures described them as part of the people. This characterization is

often used in propaganda to create the impression that participants are part of the masses, identifying themselves with the people through appearance and attitude. This approach aims to create equality and closeness with the people to be accepted as part of them.

The representational metafunction of each billboard analyzes visual and written text and shows that the narrative vector line portrays candidates as an important part of party figures or political elites, highlighting the big names of parents, former rulers or temporary rulers, as a sign that the candidates are "products" of their parents' big names. According to Holts, political branding creates "identity myths" built into "populist worlds that depict the lives of real people with similar ideological beliefs." This strategy is used as visual propaganda so that candidates are better known to ordinary people who may not know them yet. In addition, it was found that the candidates' slogans or taglines were a form of persuasive propaganda that used three norms of Prophetic Rhetoric: Humanization, Liberation, and Transcendence. The final stage, compositional metafunction, analyzes the combination of the two previous metafunctions (interpersonal and representational) to relate the overall meaning of the image.

**Table 1.** Language Classification of Visual Text Propaganda and Written Text of Billboards Aksan Jaya Putra, B.Bus (AJP) (Kendari Mayor Candidate 2024

<b>Representational Metafunctions</b>	<b>Interpersonal Metafunction</b>	<b>Compositional Metafunctions</b>
1. Action: photo of Aksan Jaya Putra smiling with his head held high, folded his arms on his chest and wearing a white shirt wrapped in a black suit and yellow tie in a billboard represented as the 2024 Kendari Mayor Candidate.	a. Social Distancing and Intimacy: close personal distance is characterized by: <i>close up</i> photo techniques, eye gaze towards the audience	a. Information value: factual and well-known
2. Reactional: eye view Aksan Jaya Putra who stared straight at the commuter.	b. Action and Picture View: looking directly at a commuter is interpreted as a request and creates the impression of a strong interaction bond. Folding your hands on your chest or stomach can be interpreted as a symbol of tenderness in interacting with others.	b. Saliansi: height (RPs photo size and large identity column), yellow background by party colors is displayed in contrast to the red writing of the acronym AJP which stands for Aksan Jaya Putra.
3. Classification: mayoral candidates who prioritize the interests of the people and jointly build Kendari City	c. Perspectives and Implications of Horizontal position: Aksan Jaya Putra is in the frontline position.	c. Image array: connected
4. Analytical: Aksan Jaya Putra is the Chairman of the Golkar Party Faction and an elected Member of the DPRD	d. Vertical Perspectives and Implications: 1) equality between	

<b>Representational Metafunctions</b>	<b>Interpersonal Metafunction</b>	<b>Compositional Metafunctions</b>
<p>who attracts the attention of commuters.</p> <p>5. Symbolic: number 4 which is the sequence number of the Golkar party, the Golkar party logo, the MKGR logo, the tagline “Kendari BISA, AJP for Mayor”, the AJP social media symbols.</p>	<p>commuters and Aksan Jaya Putra based on eye gaze; 2) the high position of the billboard shows the strength of AJP.</p>	

The following is a table of classification of propaganda language, visual text and billboard writing text of two candidates for the 2024 Kendari Mayor Candidate as complementary data for the researchers' analysis:

**Table 2.** Classification of Visual Text Propaganda Language and Billboard Writing Text dr. Siska Karina Imran, SKM (Kendari Mayor Candidate 2024)

<b>Metafunksi Representasional</b>	<b>Metafunksi Interpersonal</b>	<b>Metafunksi Komposisional</b>
<p>1. Action: a photo of Siska Karina Imran wearing a white long-sleeved shirt with a smile is represented as a candidate for Mayor of Kendari in 2024.</p> <p>2. Reactional: Siska's eyes looking straight at the commuter.</p> <p>3. Classification: mayoral candidates who prioritize the interests of the people and jointly build Kendari.</p> <p>4. Analytics: Siska Karina Imran as the main role in billboards that carry supporting attributes to raise advertising value include: <i>tagline</i> that reads Together to Build Kendari, with a community empowerment program of 100 million for each RT, and the logo of the Nasdem party.</p> <p>5. Symbolic: Nasdem party logo, and Siska social media logo</p>	<p>a. Social Distancing and Intimacy: personal distance is far but memorable friendly characterized by: <i>medium shot photo technique</i>, Eye gaze toward the audience</p> <p>b. Action and Picture View: looking directly at a commuter is interpreted as a request and creates the impression of a strong interaction bond.</p> <p>c. Perspectives and Implications of Horizontal position: Siswandi is in a frontline position.</p> <p>d. Vertical Perspectives and Implications: 1) equality between commuters and Siska Karina Imran based on eye gaze; (2) the high position of the billboard shows the strength that Siska has.</p>	<p>a. Value information: factual</p> <p>b. Saliansi: height (the contrasting color found in Nopi's photo against a navy blue background which is the color of the Nasdem party and the larger size of the siska photo)</p> <p>c. Image array: connected</p>

a. Billboard 1

*Representational Metafunctions*

On billboard 1, a picture of Aksan Jaya Putra, B.Bus, a politician from Southeast Sulawesi who currently serves as a member of the Sultra Provincial DPRD for the 2019-2024 period and was elected with the most votes. The owner of the tagline "Kendari Bisa" is a Golkar cadre and has received the blessing of the Golkar Party DPP Chairman, Airlangga Hartarto, to run for Mayor of Kendari in 2024. Aksan Jaya Putra, commonly called AJP, is a Represented Participant who is running for Mayor for the 2024-2029 period.

In his career record, in addition to serving as a member of the Sultra DPRD, Aksan Jaya Putra is also the third son of H. Surunuddin Dangga (Regent of South Konawe) and Hj. Nurlin Surunuddin (Member of the Sultra Provincial DPRD). He is the chairman of PT Aksan Raya Group, a company engaged in construction services of buildings, bridges, roads, docks, dams, and others. In addition to having experience in the business world, AJP is also active in student organizations during their university years. He is noted to lead several community and political organizations, including DPD Musyawarah Kekinian dan Gotong Royong (MKGR) Sultra, Bappilu Golkar Party, and Chairman of the Golkar Faction of DPRD Sultra (Pensultra, 2024).

Furthermore, in the reactionary process, Aksan Jaya Putra looked straight and made direct eye contact with the audience, indicating a close relationship between Krisdayanti and the audience. According to Kress and Van Leeuwen, this direct view means "asking" for support from the audience. In the classification process, Aksan Jaya Putra mayoral candidates displayed four participant objects, namely party logos, slogans, candidate photos, and information related to data from candidates. The four objects classify AJP as Golkar cadres with nationalist ideology and prioritize the interests of the Indonesian people.

Aksan Jaya Putra's billboard features an image of an adult man wearing a white shirt lined with a black suit and yellow tie, as well as a legislative pin in a black suit on the left chest. The yellow tie indicates that the AJP is a cadre of the Golkar Party, while the black coat and tie have symbolic and strategic significance in politics or formal presentations, creating a positive, professional, authoritative, powerful, confident, formal, serious, and convincing impression in the eyes of the public.

The yellow color on the billboard background depicts the identity of the Golkar Party which visually symbolizes cheerfulness and optimism, courage and confidence, a distinguishing identity, and associations with prosperity and prosperity.

Analytically, it is known that AJP, as a figure or member of the legislature, has more value in introducing itself to the public without the need to carry many supporting attributes on billboards. The final process is symbolic, starting with the number 4, the sequence number of the Golkar Party, in the upper right corner which signifies the party's identity, and continuing with the tagline "AJP BISA" which is an acronym for Competitiveness, Innovative, Prosperous, and Safe, part of AJP's vision and mission to build and prosper the people of Kendari City.

The jargon "AJP Mayorku built Kendari City with AJP" is written in three lines in a large red font so that it is easy to see and remember even from a distance by the public.

The phrase "AJP Mayorku" identifies that AJP is the choice of the people of Kendari City, while the phrase "build Kendari City with AJP" indicates that AJP is ready to work with the community to build Kendari City.

The small size of the logo shows that Aksan Jaya Putra is the main figure who stands out and becomes the information center on the billboard. Information about Aksan Jaya Putra is dominated by black on a white background, as well as names written in large font, to help people more easily remember this mayoral candidate.

#### *Interpersonal Metafunction*

Based on the theory of social distancing and intimacy features, the close personal connection between Aksan Jaya Putra and the audience is shown through close-up photos that capture the head to shoulders. The smile displayed by Aksan Jaya Putra is a sincere and real smile, that comes from a happy heart. This smile comes naturally as an expression of joy, satisfaction, affection, or gratitude, usually exposing teeth and radiating warmth from the eyes.

The direct gaze and smiles shown by Represented Participants (RPs) in close-up photo techniques create an imaginary bond, as if the audience knows or has a close relationship with AJP. This bond contains elements of demand and demand through the gaze of RPs that explicitly seem to know the audience. This visual request process is also used by RPs to "give mutual recognition," which is important for RPs to be better known and recognized by audiences who may not yet know or recognize AJP as a candidate for mayor.

The perspective and implications of horizontal positioning suggest that the relationship created between RPs and the audience can be affected by the horizontal position of the image, as this position can create engagement. From a horizontal perspective, RPs are in a frontline position. According to Kress and Van Leeuwen, frontline positioning means "what you see here is part of our world, something we are involved with," (Kress & Van Leeuwen, 2001) so AJP as RPs tries to involve audiences in its programs, creating an atmosphere where audiences feel responsible for RPs.

The perspective and strength of a vertical position indicate that a vertical position is connoted as a form of power or force. This may indicate that one participant has more power than another, or that all participants are equal. From the billboard, there are two perspectives of strength: (1) from the eye view of RPs that are parallel to the audience, creating a sense of equality of power between the two; (2) in terms of placing billboards on the streets, where the high position of the billboards forces the audience to look up when they see them, creating the impression that RPs have higher power than the audience.

#### *Compositional Metafunctions*

Based on compositional metafunctions that observe billboards in terms of their compositional arrangement, it can be concluded that billboard 1 reflects party identity through the dominant yellow color of Golkar. The tagline "Kendari BISA! AJP for Mayor" and "AJP Mayorku built Kendari City with AJP" also stood out. Billboard 1 shows a strong alliance by displaying a large photo of Aksan Jaya Putra in the center of the image, striking colors, and the words "AJP Mayorku" in large and bold, aimed at conveying the message to the public to elect AJP as mayor.



Attributes on RPs billboards such as party logos, taglines, and identity columns that read "Kendari BISA, AJP for Mayor," Kendari Mayor candidate 2024, Media center: AJPmediacenter.com, (Facebook) Aksan Jaya Putra, BBus, and (Instagram) @aksan\_jp, (YouTube) Aksan Jaya Putra (AJP) indicate that RPs and other attributes are high-value and interconnected modality components. This is said to be of high value because the information provided by RPs is presented in a simple and easy-to-understand form.

b. Billboard 2

*Representational Metafunctions*

The narrative vector on Billboard 2 begins with a photo of dr. Hj. Siska Karina Imran, SKM, known as Siska, is the 2024 Kendari mayoral candidate. Siska's name was shortened to SKI, and she was depicted as an adult woman wearing a white shirt with the tagline "SKI together builds Kendari," as well as the party's logo, candidate data column, and main program.

Reactionary Process: The narrative structure is also shaped by the eye lines and directions of the participants' gaze. SKI looking straight and making direct eye contact with the audience shows a close relationship between the SKI and the audience. According to Kress and Van Leeuwen, direct view means asking for support from the public.

In the conceptual structure of Billboard 2, several symbols have their meanings. SKI wears a white shirt that symbolizes a clean, neutral, honest, open, protective self-image, and a black piece that is synonymous with religious identity. A shirt is a top garment often worn by men, covering the arms, chest, and abdomen. In Indonesia, shirts are generally worn at official events or by office workers.

Shirts show a person's sense of style, formality, as well as social status. The white color and party logo in the upper left corner represent SKI's identity as a Nasdem cadre. Based on the explanation on [partainasdem.id](http://partainasdem.id) website, the Nasdem logo with a blue base color symbolizes freedom of thought, new ideas, speed of decision-making, accuracy of action, courage, vigilance, confidence, and determination in fighting. In addition, the orange color of the two silhouettes in the Nasdem emblem shows mutual assistance and harmonization of modernity and local wisdom. Like the color of rice ready to be harvested, it symbolizes ideas that are always fresh and ready to be implemented.

Based on a symbolic process, analytically, SKI is the main character in Billboard 2 that carries supporting attributes to increase advertising value, such as the tagline "SKI together builds Kendari," identity (party colors), and party logo. Furthermore, in the classification process, it was found that the RPs on Billboard 2 classified themselves as "innovative" and "nationalist" based on the vision and mission of the Nasdem party which reads "Building Democratic Politics with Justice."

*Interpersonal Metafunction*

From the point of view of social distance and intimacy, close-up photos of RPs indicate a process of close relationship between RPs and audiences. The position of SKI's body with his face upright looking forward and only showing his head to shoulders indicates that SKI is "one of them," which means SKI is part of society. From the facial expression, SKI displays a big smile so that the teeth are slightly visible, which is interpreted as a sincere attitude full of happiness, tolerance, openness, confidence, health, and vitality, as well as gratitude and appreciation. This is an added value to attract the sympathy of the audience who see it.

Furthermore, the action and image view features, close-up photo techniques, direct

eye gaze, and smiles displayed by RPs create an imaginary bond, as if the audience knows or even has a close relationship with RPs. This imaginary bond encompasses the process of requests and demands through the eyes of RPs who seem to know the audience explicitly. This visual request process is also used by RPs to gain recognition, so RPs are better known and recognized by audiences who may be less familiar with SKI.

**Perspective and Implications of Horizontal Position:** The relationship created between RPs and the audience can be affected by the horizontal position of an image, as this position can create an engagement relationship. Viewed from the horizontal side, RPs indicate the position of the front line. According to Kress and Van Leeuwen, frontline positioning means "what you see here is part of our world, something we are involved with." This can be interpreted that SKI as RPs seeks to involve the audience in its programs, where the frontline position creates an atmosphere as if the audience is responsible for the programs of RPs.

**Perspective and Power of Vertical Positioning:** Vertical positioning can be connoted as a form of power or power, where there is a power gap or equality between RPs and audiences. Looking at Billboard 2, there are two perspectives of strength.

**Position Strength Among RPs:** The Nasdem party logo is a supporting attribute that shows that SKI is part of the Nasdem party. This confirms the position and identity of SKI as part of the political organization.

**Positional Strength Between RPs and Audiences:** From the eye view, RPs that are in the same direction as the audience create a sense of equality of power between the two. However, the placement of billboards on the streets gives the impression that RPs have more power than the audience. The higher position of the billboard forces the audience to look up when they see it, thus creating the impression that RPs are in a more dominant position and have more power.

### *Compositional Metafunctions*

Compositionally, billboard 2 provides information to the audience that SKI is the main character. This can be seen through the information system element in the billboard, with the tagline "SKI together to build Kendari" which hints that the community chooses SKI so that he can work together with the community in building the city of Kendari. The tagline "Community empowerment program of 100 million for each RT" indicates the new work program offered by the Nasdem party and will be implemented by SKI as a solution. This community empowerment program is aimed at every RT, which means that the program targets the lower layers of Kendari city society.

Billboard Alliance 2 has great power to attract attention, especially through the large size of SKI photos. The color contrast between the SKI and the background shows a strong alliance, distinguishing the SKI as the main focus.

All text in Billboard 2 without dividing lines shows that all these elements are a single interconnected whole. Logos and colors on billboards are attributes used to attract the attention of the audience to be more familiar with SKI.

### **Conclusion**

First, Representational Metafunction, namely the mechanism of using the propaganda language of visual texts and written texts in the eight billboards is shown through the candidates' clothes as the main RPs, party logos, and slogans and taglines of each candidate. Second, Interpersonal metafunction where this mechanism can be seen from photo techniques, the candidate's eye view on the billboard, the position of the candidate's image in the billboard, and the placement of the billboard position itself. Third, compositional

metafunction is shown by the color composition and image arrangement in the two billboards.

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