

SEMIOTICS OF CANDIDATE ACRONYMS COMPETING IN PILKADA

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INTRODUCTION

Elections for Regional Heads (Pilkada), both at the provincial and district/city levels after the reform in Indonesia, are carried out directly by the people. No longer by members or factions of political parties who sit in DPRD.

Pilkada is an arena of political contestation. The goal is to win office or power. Therefore, it is not surprising that the candidate pairs will use various tactics and strategies to achieve this goal.

In a linguistic context, one interesting strategy to study is the rise of pairs of candidates who use an acronym to appear as attractive as possible. Even though for this you have to bump into the theory of acronyms or abbreviations.

In the 2018 West Java Pilkada (Pilgub), for example, the pair Ridwan Kamil and Uu Ruhzanul Ulum made the acronym Rindu, the pair Deddy Mizwar-Dedi Mulyadi 2DM, the pair Sudrajat-Ahmad Syaikhul Asyik, and the pair TB.Hasanudin -Anton Charlyan Hasanah.

Such acronym of the names of the candidates' spouses is aimed at gaining the sympathy of the people and casting their vote. Therefore it becomes interesting to disassemble and semiotically analyze the acronyms of candidate pairs contesting in various election arenas in other regions in Indonesia.

LITERATURE REVIEW

Acronym is an abbreviation formed from a combination of the initial letters or syllables of several words in a phrase or term. The use of the acronym in the Pilkada context includes the study of political discourse. Political discourse itself is based on communication theory that people's perceptions of problems, problems and/or opinions, ideas, ideology can be influenced by how politicians create language and use implicatures.

Implicature is a mode of speech in political discourse that will allow listeners or readers to understand the assumptions behind information without the politician explaining it explicitly and at length. In other words, implicature can be used to make the public unconsciously accept opinions or claims that are actually debatable (Linda Thomas and Shan Wareing, *Language, Society, and Power*, 1999:)

In Roland Barthes' semiotic analysis, text is considered as a pattern of signs that can be deciphered to reveal the structure and meaning behind it. This method allows a deep understanding of how text operates semiotically and how meaning is formed through complex sign systems. This semiotic analysis is not limited to written texts, but can also be applied to various forms of cultural expression, including pictures, advertisements, films, and so on. (Barthes...

METHOD

The method used in this research is qualitative method. This research attempts to analyze the semiotics of the acronyms of pairs of candidates who participated in the direct local elections held in various regions in post-reform Indonesia.

The qualitative method in this study was carried out by describing the forms of acronyms used by pairs of candidates contesting the Pilkada and then analyzing them based on Roland Barthes' semiotic theory. The source of the data is based on the results of fact-finding the forms of acronyms found both from online and offline media, social media, previous research journals and also literature regarding the acronym of candidates who have contested regional elections in various regions in Indonesia, both at the provincial and district levels. The amount of data is 50 acronyms.

FINDING AND DISCUSSION

No.	Acronym Semiotic Reference	%	Examples
1	Adjectives/descriptions have a positive connotation	21,16	RINDU, ASMAR, AMAN, TAMPAN, SAYANG, WARAS, SEHATI
2	Islamic terminology	17,48	SALAT, TAUHID, ZAKAT, SAOM, DA'I, MUSLIM, AMANAH, HASANAH
3	Adjectives/descriptions from local languages	22,08	HADE, HEBRING, HARUDANG, HORAS, MATO, BANA, MAS-BRO, SYAMPURNO
4	An acronym formed from the initial syllables of a candidate's name without meaning	11,96	UMMA, HERKIS, SYARMA, YUDIWAN, FAIS, HARMAS, TRIBEN, BURNAS.
5	The acronym formed from the syllables of the candidate's name carries meaning	7,36	GAMMA, KARSA, WIRO, BAIQ, KALIBER, KAJI, OK, SOS
6	Refers to the names of objects	8,28	SUSU, MADU, MONAS, EMAS, MARS, HATI, NURANI, PATEN, DARAHKU
7	Refers to the name of a character	4,6	OBAMA, GUS ANAM, SBY-AMAN, KAISAR, IBU
8	Initial letter abbreviation of candidate pairs	3,68	SR, LE, MK, 2-D *)

- All acronyms are a combination of the names of the candidate pairs, in the form of syllables (96%) and letters (4%). Example: Rindu (Ridwan Kamil-Uu Ruhzanul Ulum), OK (Ono Surono-Kartiwana).
- All acronyms for candidate pairs do not directly represent the vision, mission and work programs they offer to the public as potential voters.
- All candidate pair acronyms that form words have meaning, both denotative and connotative meanings. As much as 73% of the meaning of the denotation relates to good and or positive things.
- Of the 90 acronyms for candidate pairs contesting in the Pilkada, as many as 67 or 60.3% of acronyms differ from the standard rules for writing acronyms.

- Three categories of acronyms that have semiotic connotations which are considered to have good positive semiotic denotations, refer to adjectives/descriptions from regional languages (22.08%), adjectives or adverbs (21.16%), and terms/terminology in religion Islam (17.48%). This means that acronyms that include regional languages and symbolic local culture contained in them are mostly chosen by election candidate pairs.
- The acronyms that were considered to have positive semiotic connotations and the candidates won the contest were only 12 pairs or 8.64%. This means that a good acronym does not contribute significantly to the electability of candidate pairs in the Pilkada Event.
- In addition to the regional election contestation, the strategy of using acronyms as political discourse is rapidly being used in presidential election contests and legislative candidates: DPR, DPRD and DPD. Therefore it is interesting to study from various linguistic and literary studies. For example semantic-cognitive, pragmatics, critical discourse analysis, stylistics and multimodal.

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