

**LEMBAR**  
**HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW**  
**KARYA ILMIAH : PROSIDING**

Judul Artikel : Political Semiotics Analysis of Joko widodo Through Social Media in Forming Image Building  
 Nama Pengusul : Benny Muhdaliha M.Sn  
 Jumlah Penulis : 3 (Tiga)  
 Status Pengusul : Penulis ke Tiga  
 Identitas *Prosiding* :  
     a. Judul *Prosiding* : 1<sup>st</sup> International Conference on Administration Science (ICAS 2019)  
     b. ISBN/ISSN : 978-94-6252-780-5/2352-5398  
     c. Thn. Terbit, Tempat: 2019, Atlantis press  
     d. Web *Prosiding* : <https://www.atlantis-press.com/proceedings/icas-19/125916485>  
     e. Terindex di : CPCI, CNKI, Google Scholar

Kategori Publikasi *Prosiding* (beri  $\surd$  pada kategori yang tepat) :  
 *Prosiding* Internasional  
 *Prosiding* Nasional  
 *Prosiding* Terindex Scopus

I. Hasil Penilaian Validasi :

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2	Linieritas	Linier.

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II. Hasil Penilaian Peer Review:

Tanggal Review, ... 30 November 2021

Penilai I

(TTD) AMIN AMINUDIN

NIDN : 0323079101  
 Unit kerja : Fakultas Ilmu Komunikasi  
 Bidang Ilmu : Ilmu Komunikasi  
 Jabatan Akademik (KUM) : Lektor (300)  
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<b>Title</b>	Proceedings of the First International Conference on Administration Science (ICAS 2019)
<b>Editors</b>	Ade Gafar Abdullah, Universitas Pendidikan Indonesia, Bandung, Indonesia Iwan Kustiawan, Universitas Pendidikan Indonesia, Bandung, Indonesia Sabar Gunawan, Sekolah Tinggi Ilmu Administrasi, Lembaga Administrasi Negara (STIA LAN) Bandung, Indonesia Muhamad Nur Afandi, Sekolah Tinggi Ilmu Administrasi, Lembaga Administrasi Negara (STIA LAN) Bandung, Indonesia Henry H. Loupias, Universitas Pasundan, Bandung, Indonesia
<b>Part of series</b>	<a href="#">ASSEHR</a>
<b>Volume</b>	343
<b>ISSN</b>	2352-5398
<b>ISBN</b>	978-94-6252-780-5

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All articles in these proceedings are submitted for indexation in [CPCI](#), [CNKI](#) and [Google Scholar](#). Optionally, we also submit to

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# Political Semiotics Analysis of Joko Widodo through Social Media in Forming Image Building

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**Abstract**—The use of social media today is a necessity for millennial actors. Social media is used as a communication medium that provides transmission of value and extensive information flows. This is a necessity in the era of globalization which emphasizes the implementation of information, communication, and technology (ICT). Through social media political goals can also be carried out by using forms of political communication through both language semiotics and image visualization. Through social media can also form a self-image for a political figure. This study uses the theory of semiotics by Pierce, social media theory by Kaplan and Heinlein, and the theory of political communication by Mochtar Pabotinggi. This study uses qualitative methodology with data collection techniques from secondary sources. The results of this study indicate that social media can be used as a form of political communication by Joko Widodo to form images with the use of political semiotics both in writing and visually through video. analyzing language posts and video posts through president Joko Widodos social media in forming a frame of self-image. Shows semiotic analysis of Joko Widodo through social media in YouTube content in the frame of Pierces semiotic theory that the sign used is in the form of a video blog (YouTube vlog account) Joko Widodo, with objects in the form of visuals such as images, colors and graphics and narrative text. While the meaning of interpretation has a difference between each vlog.

**Keywords**—*semiotics; political communication*

## I. INTRODUCTION

The dynamics of the current development have entered the era of globalization where the flow of information flows occurs very quickly and is supported by the availability of information, communication and technology (ICT). The condition of the flow of information flows also forms an acculturation of culture that colors and gives value in society. The culture and habits of the people in everyday life also experience a shift. In the past, people tended to be passive and closed in expressing their aspirations, opinions or views on state ideas and policies which were deemed inappropriate, so did the government that did not carry out two-way communication related to community needs and problems. However, through the communication technology available today, it is able to encourage closer communication between the relationship between the government as the ruler and the people as the people they lead.

The form of communication technology that is capable of encouraging people today can be reviewed through various forms in accordance with current technological developments. Starting from the availability of short messages to the media visualization is presented to form open communication between the government and the community and vice versa. The availability of government call center contacts, social networking accounts to visualize performance that can be delivered through social media such as YouTube can form persuasive psychological closeness between the government and its people, so that two-way communication can make it possible to create well.

Social media according to Anderas Kaplan and Michael Heinlaen is a group of internet-based applications that are built on the basis of ideology and web 2.0 technology and allow the creation and exchange of user generated content [1]. Web 2.0 is the basis of social media. Social media itself has a variety of different types of forms such as social networks, internet forums, weblogs, social blogs, micro blogging, Wikis, podcasts, images, videos, ratings, and social bookmarking. Andreas Kaplan and Michael Heinlaen divided this type of social media into 6 (six), namely (1) collaborative projects such as Wikipedia; (2) Blogs and Microblogs like Twitter; (3) Content Community such as YouTube; (4) Social Networking Sites such as Facebook and Instagram; (5) Virtual Games such as World of Warcraft and Mobile Legend; and the last one (6) Virtual Social like Second Life [2].

Through social media today, the flow of information exchange occurs very quickly so that it can be a tool for transmitting knowledge and values to the community. In other words, social media can be used as a gathering place for data information and "stage" media for someone to get image formation as long as they can be used properly by humans themselves.

President Joko Widodo is very understanding of the development of media needs in the Millennium era. Through his social media accounts such as Facebook and YouTube, it has been used as a medium for delivering information on his performance over the past 4 years. Through his Facebook account, President Joko Widodo has always been active in informing his activity agenda using writing posts while through his YouTube account, President Joko Widodo has posted approximately 315 videos that inform all forms of activities



both in work and in daily life. Thus, President Joko Widodo understands very well that the development of the digitization era is very much influenced by technology so as to form the right flow of communication. Social media can be used to communicate performance and form a paradigm of people's thinking so that it can be used as a media for image formation in society.

Based on these explanations, social media can also play a role as a transmission of value, knowledge, information and character formation and self-image for individuals and groups. Social media as part of mass communication has a semiotic value hidden in the content of the message delivered. When referring to this explanation, President Joko Widodo also uses social media such as Facebook and YouTube in delivering messages that contain various activities and political performance activities that are displayed in various forms.

In using the YouTube account, Joko Widodo has uploaded 315 videos containing material on political activities that have been carried out and correlated on social media. Of all the video content almost entirely shows political activity and presidential performance displayed. However, from some video content on YouTube's social media accounts, it also has political messages and forms of self-image which are described in a straightforward and simple manner. This study discusses 3 (three) pieces of Joko Widodo's vlog content consisting of, (1) #JKWVLOG Sneakers Story; (2) #JKWVLOG Young Leader; (3). #JKWVLOG Ngajak Jan Ethes Sports which showcases the president's interaction in a casual atmosphere. This election is in the background of the presidential interaction content in a casual manner in the process of working visits and daily life in household activities.

## II. METHOD

This study uses qualitative methodology with data collection techniques from secondary sources.

### III. SOCIAL MEDIA AS FORMING IMAGE BUILDING

Indonesia is one of the largest social media user countries in the world. Social media in the form of blogs and microblogs as well as content communities have developed and become one of the communication channels that can build a person's self-image or community group. Just say Facebook, Twitter, Instagram and even YouTube are social media that are often visited by users of the social media world. Social media is one of the various types of communication media that are generally used to socialize between users. In a sense, social media uses an online system that is connected to the internet without limitation of geography, space, time, even the purpose of communicating with each other and arguing about a problem that arises in the community.

Based on data from the Indonesian Internet Service Providers Association (APJII) in 2012, as many as 63 million people were connected to the internet and 95 percent of the activities, they did were opening social media. Based on these data, it can be said that Indonesia is the most active country in using social media. Social media is not only used as a communication and socialization platform, but can also be used

for political and governmental purposes and is also used mostly for interests with campaigns by forming self-image [3].

In connection with that, social media is also used as a symbolic battle media that is able to deconstruct and or degrade the political image of a person or group [4]. Like Joko Widodo as the President of Indonesia who also uses social media such as YouTube in shaping self-image through various video blogs that are downloaded through YouTube. No less than 315 blog videos (Vlogs) were posted on the page of his personal channel with a number of subscribers totaling 762,096. Through the vlog contained in President Joko Widodo's YouTube channel, it can be seen that, Jokowi is very active in posting the agenda of state activities and achieving the current and ongoing performance agenda.

In the YouTube Channel, Jokowi shows various forms of semiotics that show or display self-image in the form of content, quotes, colors and writings that can display the form of self-image. From a series of vlogs posted many that show self-image as a figure with a spirit of youth and achievement, such as content in the vlog #jkwvlogceritasneakers Jokowi also shows his self-image as a young-minded leader and fosters the spirit of local products through language semiotics that show the word love domestic products using local product sneakers owned by young entrepreneurship from Bandung.

## IV. POLITICS OF JOKO WIDODO THROUGH SOCIAL MEDIA

In today's era of development, technological needs are a primary problem. The use of social media is inevitable and always reap all criticism from Netizens (Internet Citizens) for all community activities and activities through cyberspace. Public Figure for example, as a well-known public figure, all forms of activities, behavior, and daily activities become crowded and widespread to be known by the public.

On the other hand, social media can also be done as a medium of political communication for a group of politicians, such as Joko Widodo as President of Indonesia. As a public figure the role of social media can be used as a tool for communication with the community. According to Charles Bonar Sirait, the social media used by Joko Widodo is used as a tool to communicate with the community and cannot be categorized as a means of imaging. For example, a light video containing boxing training content with grandchildren in the state palace. Vlogs with the content just want to show that the President is also an ordinary person who has time off and needs sports, even though the imaging takes many forms [5].

In this study, the chosen vlog content of the presidential activities was 3 (three) pieces, namely:

- #JKWVLOG Sneakers Story.
- #JKWVLOG Young Leader.
- #JKWVLOG Ngajak Jan Ethes Sports.

Which displays the interaction of the president in a casual atmosphere during work visits and daily interactions in the household. In explanation. #JKWVLOG Sneakers story shows some signs of political affiliation such as the use of sneakers during work visits. The sneakers shown are red by using a blur

effect and emphasizing the red and black colors that symbolize the image logo affiliated to the ruling party of the Indonesian Democratic Party of Struggle (PDI-P) which overshadow president Joko Widodo.

In addition, the use of sneakers was also displayed during the process of a visit to the work of making Tanju Dam located in Dompu district, West Nusa Tenggara. This vlog also shows the president's work activities which are completing the construction of dams in cities that are prone to adequate clean water. In addition, the president also explained that the use of sneakers that are often used in work visits is a product of quality local brands from the Bandung area. The use of the editorial to confirm that the President also helped appreciate domestic products using local products in daily activities. Attention to the use of local products is also confirmed by the form of text that reads "The Ability to Produce Local Products with Good Quality and Competitive Prices is Indonesia's Competitiveness" [6].

In the second vlog content entitled #JKWVLOG Young Leader. In this content, President Joko Widodo invited all OSIS chairmen from Sabang to Merauke in the Candradimuka Student Leadership activities. In this Vlog, it shows that Joko Widodo is a young leader and does not have a gap with young people because he is quite agile in the use and mastery of gadgets to make mini vlogs through his cellphone, besides that, Buisana is also imposed on Asean Games that show a soulless body young. Finally, this vlog also affirms through strengthening the editorial about the signs implied by the words of President Joko Widodo at the end of the Vlog, namely: "The Leader Must Be Able to Give Excitement, Hold Down, Hold Test, Dare to Face Trials, Dare to Face Obstacles! In addition, this vlog is closed with President Joko Widodo's quotes "The Osisi Chair is a leader, being a leader must provide encouragement, encouragement, inspiration, example, and can protect, that's the leader [7].

In the last content through the vlog #JKWVLOG Ngajak Jan Ethes Sports shows that President Joko Widodo cares about sports and invites family members (grandchildren) to exercise, that concern is also displayed with the latest text sentences to support and succeed the activities of ASIAN Games 2018 in Jakarta-Palembang held from 18 August to 02 September 2018. This vlog also shows the image of a simple, healthy Joko Widodo and family man person [8].

#### V. POLITICAL SEMIOTICS JOKO WIDODO IN FORMING IMAGE

This analysis uses the basis of Peirce's triangular theory of meaning, Charles Sanders Peirce's semiotic theory is often called "Grand Theory" because its ideas are comprehensive, structural descriptions of all markings, Peirce wants to identify basic particles from the sign and recombine components in a single structural. In reviewing objects, see everything from the three concepts of trichotomy, namely as follows: 1. Sign (Representamen) is a physical form or anything that can be absorbed by the senses and refers to something, the first trichotomy is divided into three, namely: (a). Qualisign is a sign that shows signs based on their nature. For example, the nature of red is qualisign, because it can be used as a sign to show love, danger, or prohibition; (b). Sinsign is a sign that is a

sign based on the shape or appearance in reality. All individual speeches can be syndromes of a scream, can mean wonder, pleasure or pain; (c). Legisign is a sign that is a sign based on a generally accepted regulation, a convention, a code. All language signs are legisign, because language is a code, each legisign contains inside it a syncsign, a second that connects with third, which is a generally accepted rule. 2. Objects, signs are classified into icons, (icons), index (index), and symbols (symbols). (a). An icon is a sign that resembles the object it represents or a sign that uses similarities or features that are the same as what it means. For example, the similarity of a map to the geographical area it depicts, photos, etc. (b). An index is a sign whose nature of sign depends on its existence a denotation, so that in the terminology pierce is a secondness. Index, thus is a sign that has a connection or closeness to what it represents. (c). A symbol is a sign, where the relationship of signs and denotations is determined by a general regulation or determined by a mutual agreement. 3. Interpretation, the sign is divided into rheme, signed, and arguments. (a). Rheme, when the symbol is interpreted as a first and the meaning of the sign can still be developed; (b). Dicensign (dicentsign), when between the symbols and the interpretation there is a relationship that exists right; (c). Argument, when a sign and its interpretation have a general nature (constituting thirdness) [9].

Based on the above, at this categorization stage the researcher makes categories from the observations of the data to be interpreted. On the basis of the triangle theory of Peirce's meaning, the stages of analysis carried out by the researcher are as follows: (1). Identify the signs contained in Joko Widodo's vlog video on YouTube media; (2). Classify the signs contained in Joko Widodo's vlog video on YouTube media; (3). Interpreting one by one using a triangle of meaning Peirce explains it in its entirety; (4). Explain the hidden message about forming the image contained in Joko Widodo's vlog video on YouTube media, which is constructed through the signs in the video.

#### VI. CONCLUSION

Based on the explanation in the previous chapters, the study entitled "Analysis of political semiotics Joko Widodo through social media in forming image building" Viewed with the use of pierce theory which emphasizes triangle meaning (signs, objects and interpretations) then shows that each vlog content elected to display a form of self-image of a president who is simple, young at heart, and displays his forms of performance and political affiliation explicitly.

This study looked at 3 (three) pieces of Joko Widodo's vlog content consisting of, (1) #JKWVLOG Sneakers Story; (2) #JKWVLOG Young Leader; (3). #JKWVLOG Invites Jan Ethes Sports. Based on the description of all the selected vlogs, it can be explained that the sign semiotics used are in the form of Joko Widodo's video blog, with objects in the form of visuals such as images, colors and graphics and narrative texts. While the meaning of interpretation has a difference between each vlog, which decomposes as follows:

The first vlog related to #JKWVLOG Sneakers story shows that it shows some signs of political affiliation such as the use of sneakers during work visits. The sneakers shown are red by

using a blur effect and emphasizing the red and black colors that symbolize the image logo affiliated to the ruling party of the Indonesian Democratic Party of Struggle (PDI-P) which overshadow president Joko Widodo. In addition, the use of sneakers was also displayed during the process of a visit to the work of making Tanju Dam located in Dompu district, West Nusa Tenggara.

This vlog also shows the president's work activities which are completing the construction of dams in cities that are prone to adequate clean water. In addition, the president also explained that the use of sneakers that are often used in work visits is a product of quality local brands from the Bandung area. The use of the editorial to confirm that the President also helped appreciate domestic products using local products in daily activities. Attention to the use of local products is also confirmed by the form of text that reads "The Ability to Produce Local Products with Good Quality and Competitive Prices is Indonesia's Competitiveness".

While the interpretation in the second Vlog entitled #JKWVLOG Young Leader explained that President Joko Widodo was characterized by a young soul by interacting and involving all OSIS chairmen from Sabang to Merauke in the Candradimuka Student Leadership activities. In this Vlog, Joko Widodo is interpreted as a young leader and does not have a gap towards young people because he is quite agile in the use and mastery of gadgets to make mini vlogs through his mobile phone, besides, the clothes worn are also about Asean Games that show young bodies.

Finally, this vlog also affirms through strengthening the editorial about the signs implied by the words of President Joko Widodo at the end of the Vlog, namely: "The Leader Must Be Able to Give Excitement, Hold Down, Hold Test, Dare to Face Trials, Dare to Face Obstacles. In addition, this vlog is closed with President Joko Widodo's quotes "The Osisi Chair is a

leader, being a leader must provide encouragement, encouragement, inspiration, example, and can protect, that's the leader.

Whereas in the interpretation in the third vlog, through the #JKWVLOG vlog Ngajak Jan Ethes Sports shows that President Joko Widodo cares about sports and invites family members (grandchildren) to exercise, that concern is also displayed with the latest text sentences to support and succeed ASIAN Games 2018 activities in Jakarta-Palembang held from August 18th to September 2nd 2018. This vlog also shows the image of a simple, healthy Joko Widodo and family man person.

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