CHAPTER V

CONCLUSIONS, IMPLICATIONS, AND SUGGESTIONS

5.1   Conclusions

Based on the analysis of the data, findings, and discussion in the previous chapter, it can be concluded that:

1. Instagram has been used by many politicians to project themselves as idealized figures. Its visual aesthetic and most participative users in Indonesia's 2019 Presidential Election make Instagram preferable to politicians, including GP, MI, AH, PS, and AB.

2. Multimodally, GP and PDI-P persuade the electorates that they are powerful, unbeatable, qualified, and committed to making a hattrick by spectacularly winning Indonesia's 2024 Presidential Election. To achieve these goals, GP is presented as a simple, practical, loyal, inclusive, thoughtful, confident, hospitable, and independent figure. However, the interplay of pedantic diction, salient red, the combination of persuasive (claim) and descriptive (literal imagery) communication styles, and the arrangement of elements on GP's digital poster impresses over-emphasis and over-persuasion. These can provoke the electorates' negative feelings, such as forceful, mistrust, and distractive.

3. Multimodally, MI and his political party persuade the electorates that they are responsible, collaborative, qualified, and have nationalism and

patriotism. To achieve these goals, MI is presented as a practical, open, confident, unconventional, hospitable, and interdependent. However, the interplay of the text and image on MI's digital poster makes the electorates clueless about what specific actions will be taken by MI if he wins the presidential election. In addition, the arrangement of the elements on MI's digital poster also disrupts the fluency of information processing for the electorates.

4. Multimodally, AH persuades the electorates that he is regular, qualified, committed to the process (to work), and has the physical and mental power to realize the process. To achieve such a goal, he is presented as a simple, intelligent, courageous, trustworthy, stable, professional, and genuine. However, the interplay of positive-negative connotation of his diction, abstract Happening Material Process, and his facial expression provokes the electorates' distrust that he is well-prepared and certain about what kind of specific services or activities he will do if he wins the presidential election.

5. Multimodally, PS persuades the electorates that he has pure intention and clean emotional states to dedicate himself to God and people. To achieve these goals, he depicts himself as a religious, sociable, attentive, caring, confident, dominant, and sincere figure. However, the interplay of the selection of abstract diction with positive-negative connotation and the excessive visual representation hinders the electorates' fluency of mental image emerging in their minds—

whether or not PS is sincere, or whether or not PS conceals his ambition or shame through the sacred diction of "sincerity".

6. Multimodally, AB persuades the electorates that he is powerful enough to be a change maker, qualified, confident, and optimistic. To achieve these goals, he presents himself as a detailed, creative, energetic, qualified, confident, optimistic, and approachable figure. However, the interplay of imperceptible and abstract noun of *perubahan* and its less stable meaning over time makes the electorates confused with what sort of "change" is proposed. Positive self-representation and negative other-representation buried in the diction "perubahan" decrease the empathy of the electorates. Such an attack-appeal political strategy contributes to his negative image for the electorates.

5.2   Implications

The findings of this study offer theoretical and practical implications. Theoretically, the findings of this study;

1. discover that Linguistics (covering linguistic analysis) and Social Semiotics (covering visual and spatial analyses) are not autonomous. They are interrelated and have a direct relation to Political Discourse Analysis (PDA). Thus, this study can be categorized as an inter or even transdisciplinary study.

2. discover that in political settings, Critical Discourse Analysis (CDA) and Social Semiotics (SS) are not just echoing, but intersecting when various semiotic resources are construed to reveal how politicians

shape public opinions and perceptions, legitimize their presentations, and maintain their positions.

3. redefine the existing theories claiming that textual components are key components of persuasion in a political campaign, visual components are more memorable and can affect political judgment, and spatial components can drastically impact the comprehension of the electorates. Indeed, in a political setting, linguistic, visual, and spatial components are interrelated to convey a holistic message to the electorates. They need to be well-considered to facilitate the fluency of the dissemination of political messages. No matter how attractive and excellent each component is, when they are not interwoven with one another, the fluency of political message dissemination will be disrupted.

4. add up new horizons to other theorists that the interaction of linguistic, visual, and spatial semiotic resources is powerful in conveying political messages and unmasking hidden values and ideology of the politicians.

Practically, the findings of this study can provide implications for the electorates, politicians, political parties, and other researchers;

1. For the electorates, the findings of this study are the basis for making a careful decision before voting for a certain politician in Indonesia's 2024 Presidential Election. The findings of this study can be used as consideration for them to vote for the right candidate for the upcoming four-year term since politicians' buried ideas, values, and identities are

revealed through in-depth linguistic, visual, and spatial analysis. Then, this study makes the electorates more aware of evaluating politicians' self-concept conveyed by their linguistic, visual, and spatial presentations more critically. Therefore, they can avoid being manipulated.

2. For politicians, the findings of this study can enrich their insights and broaden their horizons in terms of how to employ linguistic, visual, and spatial modes on their digital posters. Hence, they can make or improve linguistic, visual, and spatial representations on their digital posters in order to be more strategic and impactful in persuading and mobilizing decided and undecided voters on Instagram.

3. For political parties, the findings of this study can be used as a reference to make attractive, meaningful, impactful, and powerful digital posters linguistically, visually, and spatially when introducing and promoting their politicians for organizational and persuasive purposes. The shared concept for partisans, supporters, and electorates can be easily formed then.

4. For other researchers, this study can be guidance in terms of how to elucidate the process of analyzing linguistic, visual, and spatial modes and their interplays to unmask politicians' ideology behind their selections of linguistic, visual, and spatial semiotic resources.

5.3   Suggestions

This study is still far from perfect. Hence, it is suggested that:

1. Other researchers should use more channels as sources of data collection, not only Instagram. So, the findings will be more robust and representative in elucidating linguistic, visual, and spatial strategies employed by politicians on their digital posters.

2. Other researchers should analyze more modes interwoven on digital posters, not only linguistic, visual, and spatial modes. Thus, they should expand the study to dynamic digital posters in which gestural and aural modes take place besides linguistic, visual, and spatial modes. It is believed that the interplay of these five modes will be more accurate and accountable for uncovering politicians' identities and values behind their self-image presentations on their digital posters.

3. Other researchers should use other approaches to study multimodal analysis of politicians' digital posters, not only the Critical Discourse Analysis and Social Semiotic Approaches. Therefore, the findings of the study will be broader, more informative, and varied for society.

4. For the government, specifically, it is suggested that they should involve linguists when giving political education to society. The information the society gains from the linguists must be applicable to their political decisions in facing the Presidential Election. They can independently evaluate the candidates to reveal their hidden values before voting for them in the Presidential Election.