

## Persuasive Language in Indonesian Political Campaign Slogans of the 2024 Election: A Critical Discourse Analysis

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### ABSTRACT

Penelitian ini mengkaji bahasa persuasif yang digunakan dalam slogan kampanye politik pada Pemilihan Legislatif 2024 di Kabupaten Banyumas, Indonesia. Penelitian ini bertujuan untuk mengidentifikasi strategi linguistik, menganalisis bagaimana slogan membangun makna politik, dan mengeksplorasi refleksi ideologi serta budaya lokal. Metode yang digunakan adalah metode kualitatif dengan pendekatan deskriptif serta menerapkan Analisis Wacana Kritis (Critical Discourse Analysis/CDA) berdasarkan kerangka Fairclough (2015) dan van Dijk (1997). Data dikumpulkan melalui teknik dokumentasi dengan cara memotret dan merekam slogan-slogan yang ditampilkan pada poster dan baliho selama masa kampanye. Sebanyak 20 slogan dari calon legislatif yang mewakili 18 partai politik dipilih sebagai sumber data penelitian. Hasil penelitian menunjukkan bahwa calon legislatif dominan menggunakan direktif imperatif, bahasa emosional/moral, dialek lokal, dan pernyataan berbasis kredibilitas. Strategi-strategi ini berfungsi untuk memobilisasi pemilih, membangun kepercayaan, dan merefleksikan identitas ideologis serta budaya.

This study examines the persuasive language employed in political campaign slogans of the 2024 legislative election in Banyumas District, Indonesia. The study aims to identify linguistic strategies, analyze how slogans construct political meaning, and explore the reflection of ideology and local culture. The method used is a qualitative method with a descriptive approach and applies Critical Discourse Analysis (CDA) based on Fairclough (2015) and van Dijk (1997). The data were collected through documentation techniques by photographing and recording slogans displayed on posters and billboards during the campaign period. A total of 20 slogans from prospective legislative candidates representing 18 political parties were selected as the research data. The findings show that candidates predominantly use imperative directives, emotive/moral appeals, local dialects, and credibility-based statements. These strategies function to mobilize voters, build trust, and reflect ideological and cultural identities.

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### INTRODUCTION

Language plays a pivotal role in shaping political communication, serving not only as a medium for conveying information but also as a tool for persuading and influencing voters (Perloff, 2017). Political campaign slogans are concise, memorable, and strategically crafted messages that communicate candidates' ideologies, promises, and values (Kaid & Holtz-Bacha, 2006;

Charteris-Black, 2011). In Indonesia, cultural diversity and local linguistic variations make the strategic use of language particularly important in political campaigns (Hidayat, 2020; Wahyuni, Hamsa, & Ramly, 2023). In the 2024 legislative election in Banyumas District, 776 prospective legislative candidates from 18 political parties, including 318 women (40.98% female representation), competed for local seats (Annur, 2024). Candidates employed various campaign methods, among which slogans on posters and billboards were prominent (Samsulhadi, Sabardila, & Markhamah, 2025). Analysis of 20 selected slogans reveals linguistic strategies including imperatives (“*Coblos Nomor 8*”), emotive and moral appeals (“*Untuk membangun masyarakat makin bermartabat*”), and local dialect usage (“*WIS WAYAHE*,” “*Ora Nglomboni*”) (Rahmawati, Emzir, & Tajuddin, 2019). These features indicate that slogans are designed to persuade, mobilize, and create relational and cultural connections with voters (Suharto, Prasetyo, & Wulandari, 2018).

Despite the centrality of language in campaigns, empirical studies on local Indonesian campaign slogans remain limited (Hlail, 2025; Malikha, 2024), particularly in examining how language constructs political meaning and reflects ideology and culture. This gap highlights the need for research that systematically analyzes linguistic strategies in local electoral contexts (Sumarti, 2010; Retno Nursanti & Triyono, 2022).

This study addresses this gap by applying Critical Discourse Analysis (CDA), which enables an in-depth examination of the relationships among language, power, and ideology (Fairclough, 2015; van Dijk, 1997). Through CDA, the research identifies the persuasive strategies embedded in campaign slogans, analyzes how these strategies influence voter perception, and explores how candidates integrate ideological and local cultural elements in their messaging. The theoretical foundation draws from persuasive language theory, which posits that linguistic choices such as imperatives, emotive expressions, and identity markers function to shape attitudes, emotions, and behavior (Aristotle, 2007; Perloff, 2017). Based on this framework, the study focuses on the following research questions such as (1) What linguistic strategies are employed in political campaign slogans in Banyumas District during the 2024 election?; (2) How do these slogans construct political meaning and appeal to voters?; (3) How do candidates reflect ideology and local cultural values through language in their slogans?. Then, the objectives of this research are (1) To identify and classify linguistic strategies used in local political campaign slogans (Hidayat, 2020; Wahyuni et al., 2023); (2) To analyze how language in slogans constructs political meaning and persuades voters (Kurniawati et al., 2022); (3) To explore the reflection of ideology and local culture in the slogans (Charteris-Black, 2011; Setyonegoro et al., 2025).

By addressing these objectives, the study provides comprehensive insights into the role of persuasive language in local political campaigns in Indonesia, offering practical and theoretical contributions to political communication research. The findings are expected to inform candidates, political parties, and communicators on effective language strategies that are both persuasive and

culturally resonant, bridging the gap between theoretical ideals and practical application in political discourse.

## **METHOD**

This study employs a qualitative research design using Critical Discourse Analysis (CDA) as its analytical framework. Qualitative research is appropriate for this study because it allows an in-depth examination of language use, ideological representations, and persuasive strategies in political campaign slogans. CDA is applied to explore the relationship between language, power, and ideology, providing a systematic approach to understand how candidates communicate and persuade voters through slogans (Fairclough, 2015; van Dijk, 1997).

The research subjects are the political campaign slogans of prospective legislative candidates participating in the 2024 election in Banyumas District, Central Java, Indonesia. The candidates represent 18 political parties, totaling 776 prospective legislative members, with 458 men and 318 women, representing 40.98% female participation. The study focuses on slogans displayed on posters and billboards as a medium of persuasion and communication with voters.

The data consist of 20 campaign slogans selected to represent diverse political parties, gender, and electoral districts within Banyumas. The data were collected using documentary observation, photographing the slogans in public areas, and transcribing them for analysis. The selection of slogans ensures that the data reflect both linguistic diversity and strategic variation across candidates.

Data analysis follows three stages based on Fairclough's CDA framework:

1. Textual analysis, which identifies linguistic features and persuasive strategies used in the slogans, such as imperative commands, emotive expressions, moral appeals, and local dialects.
2. Discursive practice analysis, which examines how the slogans are produced, disseminated, and interpreted within the social and political context of Banyumas.
3. Social practice analysis, which interprets the broader ideological, cultural, and power implications embedded in the slogans.

Additionally, the slogans were coded and categorized according to linguistic strategies to facilitate systematic analysis. Patterns of persuasive language, ideological representation, and cultural markers were identified to answer the research questions.

## **RESULT AND DISCUSSION**

### **A. Result**

The analysis of 20 political campaign slogans from the 2024 legislative election in Banyumas District reveals that candidates employ a variety of persuasive linguistic strategies to communicate political messages, construct meaning, and appeal to voters. Based on Critical Discourse Analysis (CDA), the slogans were examined at three levels: textual features, discursive practice, and social practice.

## 1. Classification of Persuasive Language Strategies

Table 1. The categories of persuasive strategies

Strategy Type	Description	Examples (from slogans)	Frequency
Imperative Directive	/ Commands or calls to action that directly instruct voters to act.	“ <i>Coblos Nomor 8</i> ” (Data 5), “ <i>Pilih Caleg Berkualitas</i> ” (Data 2)	9
Emotive Appeals	/ Moral Language that evokes emotion, moral responsibility, or civic duty.	“ <i>Untuk membangun masyarakat makin bermartabat</i> ” (Data 4), “ <i>Bela nasib rakyat</i> ” (Data 11)	6
Identity Dialect	/ Local Use of local expressions or dialect to create familiarity and cultural connection.	“ <i>WIS WAYAHE</i> ” (Data 1), “ <i>Ora Nglomboni</i> ” (Data 7)	5
Credibility Professional Party-based	/ References to candidate credentials, & party affiliation, or achievements.	“ <i>Alumni MWI Angkatan 2000</i> ” (Data 8), “ <i>Partai Kebangkitan Nusantara</i> ” (Data 6)	4

Based on the data above, four main persuasive strategies were employed. Imperative or directive language was the most frequent, with slogans like “*Coblos Nomor 8*” and “*Pilih Caleg Berkualitas*” functioning as direct calls to action to mobilize voters. Emotive or moral appeals were used to evoke ethical responsibility and emotional engagement, as seen in “*Untuk membangun masyarakat makin bermartabat*” and “*Bela nasib rakyat*.” Identity and local dialect usage, such as “*WIS WAYAHE*” and “*Ora Nglomboni*,” strengthened cultural connection and familiarity with local voters. Finally, credibility-based strategies highlighted candidates’ qualifications and party affiliation, e.g., “*Alumni MWI Angkatan 2000*” and “*Partai Kebangkitan Nusantara*,” reinforcing trust and legitimacy. Overall, the findings indicate that candidates strategically combine direct mobilization with emotional, cultural, and credibility appeals to enhance persuasive impact.

## 2. Textual Analysis (Language Features)

Language features used in this research are

### a. Imperative / Directive

Candidates often employ short, imperative sentences to mobilize voters directly. For example, “*Coblos Nomor 8*” and “*Pilih Caleg Berkualitas*” clearly instruct voters to vote for specific candidates, providing clarity and immediacy. These strategies enhance actionability and recall, especially in a competitive electoral environment.

### b. Emotive / Moral Appeals

Many slogans include moral or ethical appeals to resonate with voters' sense of responsibility. Phrases like "*Untuk membangun masyarakat makin bermartabat*" (Data 4) or "*Setialah kepada pemimpin yang mengabdikan nyata untuk masyarakat*" (Data 3) highlight service, integrity, and societal benefit, appealing to both emotion and ethics.

c. Identity / Local Dialect

Some candidates incorporate local dialects to enhance relatability and cultural resonance. Examples include "*WIS WAYAHE*" (Data 1) and "*Ora Nglomboni*" (Data 7), which create familiarity, signal community belonging, and foster trust among local voters. This strategy indicates an awareness of local linguistic identity as a persuasive tool.

d. Credibility

Several slogans highlight candidate credentials, educational background, or party affiliation to enhance legitimacy and trustworthiness. For instance, "*Alumni MWI Angkatan 2000*" (Data 8) and "*Partai Kebangkitan Nusantara, Nomor Urut 1, Sarikin, S.H.*" (Data 6) emphasize competence and institutional support, appealing to rational judgment alongside emotional appeal.

### 3. Discursive Practice Analysis

The analysis of discursive practice reveals that slogans are produced strategically to match both the political landscape and voter demographics. Candidates combine linguistic strategies to target multiple dimensions of persuasion, such as:

- a. Action is primarily realized through imperatives or directive language, which prompt voters to take immediate action at the ballot box. Slogans such as "*Coblos Nomor 8*" and "*Pilih Caleg Berkualitas*" function as explicit calls to action, emphasizing urgency and decisiveness. This strategy demonstrates how candidates actively seek to mobilize electoral support, reducing hesitation and guiding voter behavior toward concrete political participation (Charteris-Black, 2011; Hidayat, 2020).
- b. Emotion is conveyed through moral and emotive language, which fosters alignment between voters and candidates' values. Examples like "*Untuk membangun masyarakat makin bermartabat*" and "*Bela nasib rakyat*" appeal to ethical responsibility, civic duty, and shared social concerns. By tapping into voters' emotions and sense of morality, candidates aim to establish a deeper psychological and ethical connection that goes beyond mere procedural voting, enhancing perceived legitimacy and trustworthiness (Hlail, 2025; Rahmawati, Emzir, & Tajuddin, 2019).
- c. Identity leverages local dialects and cultural references to strengthen identification with candidates and community belonging. Phrases such as "*WIS WAYAHE*" and "*Ora Nglomboni*" reflect regional language and cultural markers, creating a sense of familiarity and inclusivity. This strategy highlights the importance of cultural resonance in political communication, as it helps candidates connect with the electorate on a personal and communal level, reinforcing

both relational and cultural bonds (Samsulhadi, Sabardila, & Markhamah, 2025; Wahyuni, Hamsa, & Ramly, 2023)..

- d. Credibility is established through references to professional credentials, achievements, and party affiliation. Slogans like “*Alumni MWI Angkatan 2000*” and “*Partai Kebangkitan Nusantara*” signal competence, reliability, and institutional backing. By foregrounding expertise and organizational support, candidates aim to increase voter confidence in their capabilities and ensure that the political message is perceived as trustworthy and authoritative (Kurniawati et al., 2022; Setyonegoro et al., 2025).

These combined strategies demonstrate that candidates are not merely communicating promises but actively shaping political meaning and voter perception through language.

#### **4. Social Practice Analysis**

Slogans in Banyumas District reflect several ideological and cultural elements:

1. Local Cultural Values

Use of Javanese phrases (“*WIS WAYAHE*”, “*Ora Nglomboni*”) indicates respect for local culture and linguistic identity, aligning with voters’ sense of belonging.

2. Populist Ideology

Emphasis on serving the people, moral integrity, and community development demonstrates alignment with populist principles (“*Bela nasib rakyat*”, Data 11).

3. Meritocratic and Professional Emphasis

References to educational and professional background signal that candidates value competence and accountability.

4. Gender Representation Awareness

Although slogans rarely explicitly address gender, inclusion of female candidates’ slogans demonstrates subtle promotion of inclusivity within a largely male-dominated candidate pool (40.98% female representation).

Overall, the findings shows that candidates predominantly use imperative directives and emotive/moral appeals as primary persuasive tools. They preferred to use local dialect to enhance cultural resonance. The slogan also used as eferences to candidate credibility and party affiliation support rational and trust-based persuasion. Furthermore slogans reflect local ideology, community values, and populist themes, demonstrating that political discourse at the local level is highly contextualized.

#### **B. Discussion**

The analysis of legislative election slogans in Banyumas District shows that language is intentionally employed to persuade voters, convey ideological messages, and reflect local cultural



identity. This study demonstrates that local political discourse is not merely a medium for information delivery but a strategically constructed instrument to influence voter perception and behavior, aligning with the theoretical perspectives of Critical Discourse Analysis (Fairclough, 2015; van Dijk, 1997) and persuasive language theory (Aristotle, 2007; Perloff, 2017).

#### 1. Persuasive Language Strategies and Voter Influence

The predominance of imperative directives (“*Coblos Nomor 8,*” “*Pilih Caleg Berkualitas*”) confirms that political candidates actively seek to guide voter behavior through direct action cues. This finding aligns with prior research indicating that imperative forms in political discourse enhance recall and actionability (Kaid & Holtz-Bacha, 2006). Meanwhile, emotive and moral appeals (“*Untuk membangun masyarakat makin bermartabat,*” “*Bela nasib rakyat*”) serve to invoke ethical and emotional alignment, demonstrating that voters are influenced not only by rational considerations but also by moral and societal values. The combination of these strategies shows that candidates craft slogans to appeal to multiple dimensions of voter cognition and emotion, reflecting a sophisticated understanding of persuasive communication.

#### 2. Local Dialect and Cultural Resonance

The use of local dialects, such as “*WIS WAYAHE*” and “*Ora Nglomboni,*” illustrates the strategic deployment of cultural-linguistic markers to enhance relatability and social solidarity. This supports the notion that political discourse is contextually grounded, and that language functions as a bridge between candidates and local communities (Hidayat, 2020). Incorporating culturally familiar expressions allows candidates to convey authenticity and build trust, reflecting an awareness of sociolinguistic identity as a persuasive tool.

#### 3. Ideology, Credibility, and Professional Representation

Several slogans emphasize candidate credentials and party affiliations (“*Alumni MWI Angkatan 2000,*” “*Partai Kebangkitan Nusantara, Nomor Urut 1, Sarikin, S.H.*”), reinforcing credibility and rational appeal. This observation confirms that persuasion in political slogans is multi-dimensional, combining emotional, ethical, and rational appeals simultaneously. From a CDA perspective, these slogans also reveal embedded ideologies that legitimize the candidate’s position and signal alignment with community expectations and professional standards (van Dijk, 1998; Fairclough, 2015).

#### 4. Gender Representation and Political Discourse

Although explicit gender-based appeals are rare in the slogans, the presence of female candidates in 40.98% of the total candidate pool highlights a subtle yet significant reflection of inclusivity. The study suggests that gender representation in slogans may not rely on overt linguistic markers but is rather conveyed through visibility and identity presence, contributing to broader socio-political discourses on equality and representation.

#### 5. Implications for Political Communication

The findings have several practical and theoretical implications:

a. Strategic Communication

Candidates and parties can enhance voter engagement by integrating directive, emotive, and culturally resonant language.

b. Cultural Sensitivity

Incorporating local dialects and expressions strengthens relatability and fosters trust among constituents.

c. Ideological Signaling

Slogans serve as tools to convey ideological positioning and credibility, which are critical in a competitive electoral environment.

d. Academic Contribution

This study contributes to the literature on political discourse and persuasive language in local Indonesian elections, addressing the gap in research on micro-level campaign strategies and their socio-cultural implications.

In conclusion, the discussion reveals that Banyumas campaign slogans of the 2024 election function as multi-layered tools of persuasion, embedding imperative, emotive, cultural, and credibility-focused elements. These slogans reflect both local cultural identity and political ideology, while strategically influencing voter behavior. The integration of CDA allows for an understanding of how language mediates power relations, ideology, and social influence in local political campaigns, providing insights for scholars and practitioners in political communication and discourse studies.

## CONCLUSION

This study analyzed political campaign slogans of the 2024 legislative election in Banyumas District, Indonesia, using Critical Discourse Analysis (CDA) to examine persuasive language, ideological representation, and cultural resonance. The findings indicate that candidates employ a combination of imperative directives, emotive and moral appeals, local dialect expressions, and credibility-based statements to influence voter perception and behavior. These strategies are embedded within the social, cultural, and political contexts of Banyumas, reflecting both local identity and political ideology.

The research confirms that political language is strategically constructed to mobilize voters, enhance relatability, and establish credibility. Local dialects and cultural expressions strengthen the connection between candidates and voters, while moral and emotive appeals evoke civic responsibility and ethical alignment. Professional and party-based references provide rational justification, demonstrating the multi-dimensional nature of persuasive strategies in local political campaigns.



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