

**A MULTIMODAL ANALYSIS OF PRABOWO-GIBRAN AND GANJAR-
MAHFUD CAMPAIGN ADVERTISEMENTS IN THE 2024
PRESIDENTIAL ELECTION**

Undergraduate Thesis
*Submitted as Partial Fulfillment of the Requirements to Obtain
Sastra One (S1) Degree*



Annisa Tul Khair
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ENGLISH DEPARTMENT
FACULTY OF LANGUAGE AND ARTS
UNIVERSITAS NEGERI PADANG
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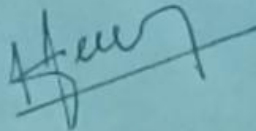
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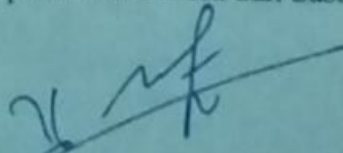
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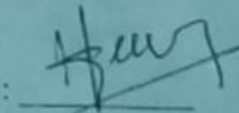
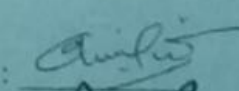
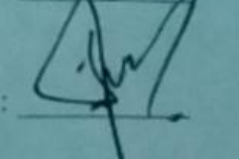
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A Multimodal Analysis of Prabowo-Gibran and Ganjar-Mahfud Campaign Advertisement in the 2024 Presidential Election

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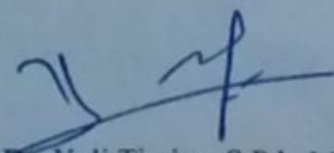
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Dengan ini menyatakan bahwa tugas akhir saya dengan judul "*A Multimodal Analysis of Prabowo-Gibran and Ganjar-Mahfud Campaign Advertisements in th 2024 Presidential Election*" adalah benar merupakan hasil karya saya dan bukan merupakan plagiat dari hasil karya orang lain. Apabila suatu saat saya terbukti melakukan plagiat maka saya bersedia diproses dan menerima sanksi akademis maupun hukuman sesuai dengan hukum dan ketentuan yang berlaku, baik di institusi Universitas Negeri Padang maupun Masyarakat dan Negara.

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ABSTRACT

Khair, Annisa tul, 2025. **A MULTIMODAL ANALYSIS OF PRABOWO-GIBRAN AND GANJAR-MAHFUD CAMPAIGN ADVERTISEMENTS IN THE 2024 PRESIDENTIAL ELECTION.**

Undergraduate Thesis, English Language and Literature Department,
Faculty of Languages and Arts, Universitas Negeri Padang.

This study explores the multimodal strategies employed in the 2024 Indonesian presidential campaign advertisements of the Prabowo-Gibran and Ganjar-Mahfud candidate pairs. Using a qualitative-descriptive method this research analyzes eight selected video advertisements sourced from YouTube. The study applies Halliday's Systemic Functional Linguistics to examine verbal elements, Kress and van Leeuwen's visual grammar to analyze visual features, and Cheong's Generic Structure Potential to assess structural components of the advertisements. It further investigates the congruence between verbal and visual modes using Halliday and Matthiessen's congruence theory. The findings reveal both similarities and differences in how each candidate pair constructs meaning through verbal processes (material, relational, verbal), visual techniques (contact, social distance, angle, salience), and generic structures (lead and announcement). The study concludes that both campaigns strategically combine verbal and visual elements to convey persuasive political narratives, but differ in emphasis and multimodal cohesion.

Key words: Multimodal Discourse Analysis; Systemic Functional Linguistics; Visual Grammar; Generic Structure Potential; Verbal and Visual Congruence.

ABSTRAK

Khair, Annisa tul, 2025. **A MULTIMODAL ANALYSIS OF PRABOWO-GIBRAN AND GANJAR-MAHFUD CAMPAIGN ADVERTISEMENTS IN THE 2024 PRESIDENTIAL ELECTION.**

Skripsi Sarjana, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Padang.

Penelitian ini mengeksplorasi strategi multimodal yang digunakan dalam iklan kampanye pasangan calon presiden Indonesia 2024, Prabowo-Gibran dan Ganjar-Mahfud. Menggunakan metode deskriptif-kualitatif penelitian ini menganalisis delapan video iklan yang dipilih dan diambil dari YouTube. Analisis terhadap elemen verbal dilakukan dengan menggunakan Linguistik Fungsional Sistemik Halliday, sedangkan fitur visual dianalisis menggunakan tata visual dari Kress dan van Leeuwen. Struktur iklan ditelaah melalui kerangka Generic Structure Potential dari Cheong. Penelitian ini juga menelaah kesesuaian antara moda verbal dan visual menggunakan teori kongruensi dari Halliday dan Matthiessen. Hasil penelitian menunjukkan adanya persamaan dan perbedaan dalam cara masing-masing pasangan calon membangun makna melalui proses verbal (material, relasional, verbal), teknik visual (kontak, jarak sosial, sudut pandang, penonjolan), serta struktur generik (lead dan announcement). Penelitian ini menyimpulkan bahwa kedua kampanye secara strategis menggabungkan elemen verbal dan visual untuk menyampaikan narasi politik yang persuasif, namun memiliki perbedaan dalam penekanan dan kohesi multimodalnya.

Kata kunci: Analisis Wacana Multimodal; Linguistik Fungsional Sistemik; Tata Visual; Generic Structure Potential; Kesesuaian Verbal dan Visual.

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Lastly, this thesis is still far from being perfect. Therefore feedback, comments, and suggestions from readers are sincerely welcomed for the improvement of this work and as a stepping stone for future research endeavors.

Padang, August 8th 2025

Annisa Tul Khair

DEDICATION

All praise and gratitude are devoted to Allah SWT, by whose mercy, guidance, and blessings this thesis has been made possible. Sincere appreciation is extended to the advisor Dr. Hamzah M.A., M.M, whose guidance, patience, and invaluable insights have greatly contributed to the completion of this work.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In modern communication, meaning is no longer conveyed solely through verbal language. It combine various modes such as written language, visuals, colors, gestures, sound, and spatial arrangements to construct meaning. This phenomenon is known as multimodality. Multimodal analysis is a part of linguistics studies. This concept was first introduced by M.A.K. Halliday, who described language as a systematic tool for transferring ideas within specific contexts. Building on Halliday's ideas, Van Leeuwen and Kress developed the concept of visual grammar, which focuses on interpreting the meanings of visuals rather than relying solely on words. Tools such as semiotics and systemic functional linguistics are often employed in multimodal analysis to understand the meanings created by the combination of these different modes. Multimodal analysis is frequently applied in the study of advertisements, which aim to promote products, services, or ideas, using various modes to engage and persuade audiences effectively.

Previous researchers have conducted visual and verbal research, especially in advertising. In the Multimodality study, Advertisements are divided into two categories: static advertisement and video advertisement. Researcher collected previous studies between 2020 and 2025 that discuss multimodality in various advertisements. Here are some studies using static advertisement objects. First, in cosmetics and personal care advertisements, there is Alifah & Hidayat (2024) research on Wardah Cosmetics advertisements. This research identifies how verbal

(slogans, clauses) and visual (color, aesthetics) elements attract buyers. Another study by Sarah et al (2022) investigates the modality of Sukin skincare ads on social media. This research finds a dominant use of visual elements, with various images and angles creating credibility. Next, Lingga et al (2021) explores the meanings behind perfume ads using multimodal analysis. Identifies representational, interactive, and compositional meanings and shows how visuals and text convey messages.

Second, in research on retail advertisement, Arlini (2020) analyzes Smartfren advertisements' multimodal elements, focusing on metafunctions (ideational, interpersonal, textual). The study highlights the role of an influencer, Atta Halilintar, in creating excitement but lacks deep verbal analysis. Chen & Cheung (2022) examine multimodal elements in Tmall's banner ads in China. Highlights gamification, persuasion, and consumer engagement. The findings highlight the effectiveness of multimodal and interactive elements in online advertising, particularly in China's growing consumer market. Muhassin (2022) explores visual and verbal modes in Umrah pilgrimage ads. The visual elements include Lead (Locus of Attention), Display, and Visual Emblem to create a persuasive and emotionally appealing advertisement. The verbal components, including primary and secondary announcements, enhancers, and call-and-visit information, provide detailed information about the Umrah package.

Third, in Food and Drink advertisements, Nasution (2023) Examines verbal and visual elements in TOP Coffee ads. The research highlights how visuals (colors, participant size, gaze) and verbal features (catchy phrases, calls to action) engage

viewers. The study emphasizes visuals more than verbal content. Another research by Lubis & Asnawi (2024) analyzes the structure of Burger King's printed advertisement using multimodal analysis. The research finds that not all elements from Cheong's theory are present. The study primarily focuses on visuals, with limited verbal analysis. While it does mention some verbal components like announcements and tags, it doesn't delve deeply into a comprehensive verbal analysis. Last, research beside the topic above, Purba & Herman (2020) Investigates multimodality in a Suzuki Ertiga print ad. It identifies verbal (announcements, enhancers) and visual (lead, emblem) components. Another research is a study on service advertisement by Saputri (2021) which analyzes brochures for English courses in South Jakarta. It identifies common verbal (announcements, enhancers) and visual (lead, display) elements. It uses experiential function and narrative representation but lacks deep linguistic analysis. The last two-dimensional advertisement research collected is Köksal & Erişen (2023) analysis of persuasive modalities used in political advertising images from the 2023 Turkish General Elections. The findings suggest that visual grammar and multimodality can effectively analyze political advertisements, revealing how these images contribute to social interpretations and political messaging.

Moreover, some research has been done using video advertisements as the objects. First, in cosmetic and beauty advertisements. For instance, Pricilia and Suyudi (2023) analyzed Garnier Sakura White TV ads, highlighting how spoken and written language, visuals, and cheerful background music work together to reinforce the advertisement's message. Similarly, Suryani et al (2021) examined

multimodal elements in Wardah beauty ads, finding that these Islamic beauty product advertisements effectively integrate various modes to communicate their messages. Likewise, Yanti, et.al (2022) investigated beauty ideals in cosmetic ads through multimodal analysis, identifying key elements such as verbal (declarative sentences), visual (female figures, color schemes), and audio (Javanese music) components.

Second, in research on food and drink advertisements, Rahmawati & Sinar (2021) analyzed Sprite ads' multimodal elements (linguistic, visual, audio, gestural, spatial) and found strong interpersonal meaning through eye contact and central product placement. Dania & Sari (2020) analyze a Geprek Bensu fried chicken social media ad that uses five semiotic systems (linguistic, visual, audio, gestural, and spatial). This research highlights bilingualism and a comforting theme during COVID-19. Another research study by Darmapatni (2023) analyzes a Mie Sedaap Singapore Spicy Laksa ad. Examines linguistic, visual, audio, spatial, and gestural aspects but lacks a detailed verbal analysis. Yanti (2021) studies multimodal systems in Loh Coffee & Eatery Instagram ads and identifies linguistic (polite language), visual (attractive food displays), audio (classical music), and gestural (happy expressions) elements.

Last, in research in retail advertisement, Ulati et al (2022) examine the multimodal semiotic system of a Colgate Total toothpaste ad and identify linguistic, visual, audio, gestural, and spatial elements contributing to an appealing message. Other research outside the topics above is research on entertainment ads by Azkiyah, et al (2021) examining the multimodal semiotic system in DisneyPlus

Hotstar Indonesia TV ads. Covering five semiotic aspects (linguistic, visual, audio, gestural, and spatial). Last, research by Andriani and Hamzah (2021) comparing the differences and similarities between two video advertisements from Indonesia and South Korea.

From the previous articles above, the areas that have been studied are: 1) Advertisements in the Skincare and cosmetic area. Advertisements in this field have been widely studied, both static and video advertisements. In this area, research focuses more on visual elements such as color schemes, models, and product placement. Some studies touch on multimodal aspects but prioritize visuals over text. 2) Advertisements in the food and drink area. This area has also studied both static advertisements and video advertisements. In this area, research focuses on analyzing visual and textual elements contained in advertisements, even one article has included audio elements as part of its research. 3) Advertisements in the retail sector. Both static and video advertisements for retail products have been studied. The focus of research in this field looks at visual elements, but there is also research on verbal elements using transitivity. 4) Advertisements in the automotive sector and service offerings that both focus on visual elements using Cheong generic structure theory. 5) Video advertising in the digital service sector with a focus on linguistic, visual, audio, gestural, and spatial aspects analysis using semiotic system theory. 6) Two dimensional advertisement in the political sector that focuses on visual grammar analysis. From the collection of articles above, we can see the most researched advertising type is food and drink advertising, along with beauty advertising.

There are several types of advertising that remain underutilized and underexplored in linguistic research, particularly in multimodal studies. Areas that have not been studied further are: 1) Advertisements in consumer product areas such as clothing and fashion advertisements or electronic advertisements, which require research that examines both visual and verbal elements. 2) Automotive advertisements that examine video advertisements and focus on not only visual elements but also verbal elements. 3) Video advertisements in other service sector such as health, banking and tourism that focus on visual and verbal elements. 4) Advertisements in other digital service areas such as games and applications that focus more on verbal elements. 5) Video advertisements in the social and political fields that not only focus on visual grammar but also analyze verbal elements such as three metafunction of language and the cohesion.

Among these underexplored areas, social and political advertisements have a higher urgency. Unlike commercial advertisements that typically aim to promote products or services, political advertisements are designed to shape public opinion, influence perception, and build trust in specific candidates or parties. Their multimodal construction plays a critical role in persuading the public, forming ideologies, and mobilizing votes. Political campaign advertisements do not simply sell an image; they seek to build narratives that can influence the direction of a nation. Therefore, the multimodal analysis of political advertisements is essential to uncover how meaning is built and how persuasive power is achieved through the combination of verbal and visual elements.

Based on this rationale, this study focuses on the multimodal analysis of presidential campaign advertisements in Indonesia's 2024 election. The advertisements analyzed consist of four selected Prabowo-Gibran candidate pair advertisements and four selected Ganjar-Mahfud candidate pair advertisements found on YouTube. These advertisements include verbal and visual elements, where videos significantly shape voter perceptions. The research explores the verbal and visual elements in the advertisements. The analysis of verbal elements is grounded in Halliday's Systemic Functional Linguistics (SFL) theory, which encompasses ideational, interpersonal, and textual meanings. Meanwhile, visual elements will be examined using Kress and Van Leeuwen's visual grammar theory, providing a structured framework for understanding how images contribute to political messaging. Through this approach, the research aims to provide a comprehensive understanding of how multimodal strategies operate in political campaign advertisements.

1.2 Identification of Research Problem

Based on the background above, research and topics that can be done are:

- 1) Multimodal analysis of consumer product advertisements. In this topic researcher can explore fashion and electronics advertisements particularly in how verbal and visual elements interact to influence consumer perception and understanding the relationship between textual strategies, brand messaging, and visual representations in these advertisements.

- 2) Multimodal in automotive video advertisements. In this topic researcher can explore the role of sound and language in automotive video ads by focusing on verbal strategies like voiceover and the auditory cues like music.
- 3) Health campaigns using multimodal video advertisements. Researcher can analyze how health-related ads combine verbal information (advice, warnings, and health benefits) with visuals (healthy lifestyles, medical imagery) to impact public health behavior.
- 4) Gamified advertising and multimodal elements. This topic explore about how verbal element such as in-game dialogue, promotional language, and voiceover narration and visual engagement and interactive features work together.
- 5) Multimodal Analysis of Political Video Advertisements. Analyzing verbal and visual interaction between the highest and lowest vote-earning candidates can provide insights into how campaign messages are framed.

1.3 Limitation and scope of the research

Based on the identification of research above this research discuss on social political advertisement focusing on Indonesia presidential political campaign video advertisement in 2024. The focus of this research limited on analyzing verbal element such as transitivity on ideational metafunction, interpersonal part of mood analysis, and textual metafunction part of theme and rheme; then visual analysis limited on representational and conceptual, interactional part of contact and social distance and compositional meaning, and compositional part of salience, then generic structure limited on lead, display, announcement, enhancer, emblem, tag, and call-and-visit information.

1.4 Formulation of Research Problem

From the background and the limitation of the problem, the research problem can be formulate into the question “What are the differences and similarities found in the verbal, visual, and generic structure elements, and how is the congruence between visual and verbal elements across the political campaign advertisements of Prabowo Gibran and Ganjar Mahfud candidate pairs in Indonesia's 2024 election?"

1.5 Research Question:

1. What are the similarities and differences in the verbal elements used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements?
2. What are the similarities and differences in the visual elements used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements?
3. What are the similarities and differences in the generic structure potential (GSP) used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements?
4. How is the congruence between verbal and visual elements constructed in Prabowo Gibran and Ganjar Mahfud campaign advertisement?

1.6 Purposes of Research

The goals of this research are:

1. To find the similarities and differences between the visual elements used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements.

2. To find the similarities and differences between the verbal elements used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements.
3. To find the similarities and differences between the generic structures used in Prabowo Gibran campaign advertisements and Ganjar Mahfud campaign advertisements.
4. To find the congruence between visual and verbal messages in Prabowo Gibran campaign advertisement and Ganjar Mahfud campaign advertisement.

1.7 Significance of Research

Researchers hope that the result of this research will bring some benefits, theoretically and practically.

1. Theoretically, this research's findings are expected to serve as a valuable reference for scholars studying multimodal communication in political advertisements, particularly within the Indonesian political landscape. This study is also likely to contribute to the academic fields of multimodal discourse analysis, and political communication. By analyzing how verbal and visual elements interact in political advertisements, this study strengthens the application of systemic functional linguistics (SFL) and Kress and van Leeuwen's visual grammar theory in political communication research.
2. Practically, to advertisers, this research is expected to provide insights into effective multimodal strategies that can be used to create persuasive political advertisements. It helps campaign to improve messaging techniques. To voters, this research is expected to reveal the persuasive techniques used in political

advertisements, and this study enhances media literacy among voters. It helps the public critically analyze political messages and avoid manipulation by campaign propaganda.

1.8 Definition of Key Terms

1. Multimodality: the use of multiple modes of communication (such as text, images, sound, gestures, and spatial design) to create and convey meaning.
2. Verbal Elements: the written or spoken linguistic components used in communication. In political advertisements, these include: Slogans, speeches, text on screen and Voice-over narrations
3. Visual Elements: the non-verbal components that contribute to meaning-making, such as: Images and videos, facial expressions and gestures, colors, camera angles and framing.
4. Systemic Functional Linguistics: a theory by M.A.K. Halliday that explains how language is used to create meaning.
5. Visual Grammar: theory by Kress & van Leeuwen (2006) that provides a framework for analyzing how images communicate meaning, similar to how grammar structures language.
6. Political Campaign: an organized effort by a political party or candidate to influence decision-making within a specific group to win an election.
7. Advertisement: form of communication used to promote or sell a product, service, idea, or brand to a target audience.

CHAPTER V

CONCLUSION AND SUGGESTION

5. 1. Conclusion

This study analyzed the multimodal elements of Prabowo-Gibran and Ganjar-Mahfud's 2024 presidential campaign advertisements using the theoretical frameworks of Systemic Functional Linguistics (Halliday, 2014) and Visual Grammar (Kress & van Leeuwen, 2006). The findings reveal that while both campaigns exhibit shared structural elements, they diverge in how verbal and visual resources are utilized to construct political identity.

5.1.1. Verbal Message Representation

The verbal message representation in both Prabowo-Gibran and Ganjar-Mahfud's campaign advertisements reveals notable similarities and differences in ideational, interpersonal, and textual metafunctions. Both campaigns predominantly use material processes, emphasizing action and doing, reflecting a shared strategy to portray effectiveness and progress. However, Prabowo-Gibran's campaign emphasizes mental processes, suggesting cognitive engagement, while Ganjar-Mahfud includes existential processes, emphasizing presence and acknowledgment of values or conditions.

In the interpersonal metafunction, both advertisements favor declarative mood, aiming to deliver authoritative and informative messages. However, Prabowo-Gibran uses more interrogative mood, engaging the audience with rhetorical questions, while Ganjar-Mahfud uses more imperatives, signaling urgency and direct calls to action.

Textually, Prabowo-Gibran utilizes more marked themes, indicating a strategic variation in sentence structure to guide focus, while Ganjar-Mahfud prefers unmarked themes, suggesting clarity and conventional flow. Furthermore, Ganjar-Mahfud consistently uses rheme in 100% of clauses, indicating a stronger emphasis on delivering new and relevant information.

5.1.2. Visual Message Representation

Visually, both advertisements share a foundation in narrative representation but differ in focus. Both candidates employ actional transactional visuals, highlighting leadership and active roles. Prabowo-Gibran leans more into reactional transactional visuals, emphasizing emotional appeal and interconnection, while Ganjar-Mahfud favors non-transactional visuals, suggesting reflection and symbolic values.

In terms of interactional meaning, both campaigns use offer images, portraying the candidates indirectly to establish relatability without direct confrontation. Both apply personal and social distances, but Prabowo-Gibran's visuals show more authority via low angles, while Ganjar-Mahfud emphasizes equality through balanced camera angles.

On a compositional level, both advertisements maintain strong visual salience and minimal framing, creating clear focal points and coherent layouts. This consistency ensures both clarity and emotional resonance in how each candidate is visually presented.

5.1.3 The Generic Structure.

Using Cheong's Generic Structure, both campaigns share a common foundation with 100% presence of Locus of Attention, ensuring that each visual focuses clearly on the candidate or central element. However, Prabowo-Gibran's advertisements use more announcements, reflecting a direct and declarative campaign strategy. In contrast, Ganjar-Mahfud relies more on displays and emblems, signifying a preference for expressive and symbolic communication. Tag elements are also more frequent in Ganjar-Mahfud's campaign, suggesting a guided and structured presentation of ideas. Both campaigns use minimal enhancers and no call-and-visit elements, signaling a shared strategy to focus on narrative and representation over overt mobilization or promotional tactics.

5.1.4 The Congruency between Verbal and Visual.

The congruency between verbal and visual elements is analyzed through Halliday's Expansion framework, including elaboration, extension, and enhancement. Both campaigns dominantly use elaboration via exemplification. Prabowo-Gibran uniquely uses extension through addition, expanding meanings by supplementing verbal content with broader visuals, while Ganjar-Mahfud avoids extension, indicating a more tightly bound verbal-visual alignment. In terms of enhancement, both campaigns extensively use condition and manner, embedding verbal promises within visual contexts that show how and under what circumstances ideas will be realized. Notably, Ganjar-Mahfud includes visual elements of place, grounding the campaign in specific local contexts, whereas both campaigns avoid enhancement through time, emphasizing timeless values over temporal specifics.

5. 2. Suggestion

Based on the findings of this research, several suggestions can be made for future studies, political communication practices, and academic applications. Future research could expand the scope of analysis by examining political campaign advertisements across various media platforms, such as social media, televised debates, campaign posters, or official websites. This would allow for a more comprehensive understanding of how verbal and visual strategies vary depending on the medium and context. Moreover, comparative studies between Indonesian political campaigns and those from other countries could offer insights into how cultural and political systems influence the use of multimodal resources in political discourse. Another important area for future research is audience reception. While this study focuses on the production and textual analysis of campaign advertisements, further research could investigate how different voter groups interpret and respond to the verbal and visual messages presented. This would help assess the effectiveness of various communication strategies in real-life settings. Additionally, future studies that examine campaign advertisements across multiple election periods would be valuable in tracing the evolution of verbal-visual strategies over time, particularly in response to shifting political climates or media trends

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