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## Self-acronyms in election advertising discourse: rhetorical study

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### ABSTRACT

This study aims to reveal the rhetorical form of the acronym itself in the political discourse of the Central Java Pilkada. Through this research, we can find out the rhetorical form of the self-acronym used by the regent/mayor candidate pair in the Pilkada political advertisement. To answer research questions and needs, researchers analyzed research data in the form of banners and billboards. The 2015 local elections in Central Java were carried out through observation techniques and referred to the notes in the advertisement discourse fragments which were allegedly statements which were rhetorical forms of self-acronyms. The conclusion in this study is that there is an acronym that functions as a name shortener and functions as a motto. Acronyms belonging to the name shortening (initialization) are the words Asri, Wali, Si Bagus, Mukti, Jati, Nasir Jos, Breadfruit, Ada, Conscience, Suko, Aman To, Mae, Harjo, Hati Mulya, The Winner, and Must. While those that are classified as mottos are Dadi, Charismatic, Super Sumeh, Sweet, Grateful, and Definitely Fragrant. The results of this study can be implied in making a political advertisement that is good, inspiring, educative, and easy to remember.



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## Introduction

From time to time the use of the Indonesian language is often preoccupied with the presence of acronyms, initials and abbreviations. Besides developments that are scientific in nature, there are developments that are institutionalized and socio-political in nature. In the regional environment, there are symptoms of acronym for regional mottos. Each district/city is "required" to have an acronymized regional motto. In the socio-political realm, the use of acronyms, initials, and abbreviations is widely used in political advertising discourse, one of which is election advertisements. In Pilkada campaign activities, the campaign media has a strategic role as a medium of socialization for regional head candidates to the public. This strategic role is because in the political process language is interpreted as a form of communication practice, namely how to utilize language as a political communication tool that can reach all levels of society.

Campaigns in Pilkada are interpreted as a process of conveying political messages, one of the functions of which is to provide political education to the people. Every political party always tries to find the most effective ways to recruit as many masses as possible for campaigns through the use and power of language in political advertisements. Discourse advertising campaign contains propaganda to the public. Cabup seeks to influence society by instilling trust and demonstrating appropriateness through imagery packed with advertising language. The image is an impression, a feeling, an image of self-imagery in campaign advertising discourse is deliberately created to be positive, attract attention, and be memorable. Septiani (2014: 59) states that political advertising is

part of political marketing activities, namely a series of planned, strategic and tactical activities with long and short term dimensions to spread political meaning to voters. The power of language is immeasurable. With language, people can silence their political opponents. Language can change public opinion on an issue. Language can also persuade and convince audiences of a political argument. Through the language approach, a person can be made a loyal supporter of a political party. The power of language has been able to boost popularity and change the image of a politician.

According to Susanto (2014: 3), advertising is the packaging of information in the communication process that is disseminated to influence and attract the interest of a person, group of people or anyone who wants to sell. The strength of advertising lies in its sophistication, expertise in formulating or organizing attention-grabbing messages and being able to build shared meaning between the sender of the advertising message and the audience. Candidates for regional heads seek to influence the community by instilling trust and showing appropriateness through imagery packed with advertising language. Image is an impression, feeling, description of the candidate. The image of the candidate in campaign advertising discourse is deliberately created to be positive, attract attention, and be memorable. Candidate for regional head on advertisement the politics trying to persuade the electorate by showing good credibility and competence so that they are worthy of being elected. For objective it, use it a rhetorical approach that captivates the heart, has aesthetic value, and is dignified. This is in line with Aristotle's opinion (in Abidin, 2012: 51) which states that rhetoric is the science or art of teaching people to be skilled at composing effective speech which contains truth, prepared, and arranged scientifically.

There are several types of solicitation in the language of political advertisements, namely politeness in asking, politeness in calling, politeness in persuading, and politeness in seducing. However, in reality, we rarely encounter various languages with the politeness approach of begging, calling, persuading, or seducing as content in advertisements or Pilkada campaigns. One of the various languages that often appear in Pilkada campaign advertisements is a variety of imaging languages. Politicians or candidates in Pilkada are very interested in forming a political image through advertisements and campaigns that appear as if they can answer the needs, hopes and challenges faced by the people. The contents of the campaign advertisements with sweet promises of prosperity and welfare for the people can be seen from several banners for the 2015 Pilkada as follows.



**Figure 1.** Banners for the 2015 Pilkada in Pemalang Regency

One of the various languages that often appear in Pilkada campaign advertisements is a variety of acronyms, initials, and abbreviations. Using the Indonesian language is easier to memorize *Ipoleksosbudhankam* than memorizing the words ideology, politics, economy, social, defense and security sequentially. The word *Damri* is more memorized than the Department of Motor Forces of the Republic of Indonesia. The name *Hamka* is much better known than the abbreviation *Haji Abdul Malik Karim Amrullah*. *A* is an abbreviation in the form of a combination of letters or syllables or other parts written and pronounced as words according to the phonotactic rules of the language in question. An acronym is an abbreviation in the form of a combination of letters or syllables or other parts that are written and pronounced as normal words.

Acronyms as one of the three symptoms of language development that is currently sweeping the Indonesian language are often hampered, even clog the communication network between the writer/speaker and the reader/listener. Linguistically, acronyms are a natural symptom of language development. Not only in developing languages such as Indonesian, but acronyms are growing rapidly in other advanced languages such as English. If you pay attention, some of the meanings written by the experts above, it can be concluded that an

acronym is an abbreviation in the form of a combination of letters or syllables; an acronym formed from a phrase; and acronyms are written and pronounced like words.

Acronyms developed rapidly both linguistically and socio-politically. Linguistically, this development is a natural thing, but it often does not comply with the principles so that it affects their scholarship. Sociologically, besides functioning as a name shortener, the acronym also functions as a motto. Besides having good aspects, the use of acronyms in political advertisements also has bad aspects. Based on the background of this problem, the study in this study focuses on analyzing the use of acronym rhetorical style in writing political advertisements for the 2015 Regional Head Elections (Pilkada) in Central Java. Discourse on political advertisements published in the form of banners and billboards has had a great influence as an advertising medium for the 2015 Central Java Pilkada campaign to the electorate.

## Method

This study aims to reveal the rhetorical form of self-acronyms in regional election political discourse. Through this research, it can be seen the rhetorical form of the self-acronym used by the regent/mayor candidate pairs in regional election political advertisements. To answer questions and research needs, researchers analyzed research data in the form of regional election banners and billboards through observation techniques and referred to the notes in the advertisement discourse fragments which were allegedly statements which were rhetorical forms of self acronyms. Method and data collection techniques in this study is the method see with technique see free involved talk , technique record , and technique note . The data analysis technique used in this study is through three stages, namely data reduction, data presentation, and conclusions.

## Results and Discussions

The acronym found in the 2015 Central Java Pilkada political advertisement is an acronym in the form of an abbreviation which is a combination of letters or syllables or other parts as a natural word. The acronym in the Pilkada advertisement is a shortening of the names of the regent/mayor candidate pairs in the 2015 Central Java Regional Election. Acronym advertisements in Pilkada contests are used as a reminder of the identity of candidates and jargon for regent/mayor candidates who use acronym advertisements for their own campaigns. Gadri (2015: 1) in his research stated that the characteristics of political advertising are indicated by the instant development of positive images, propaganda, and symbolic coercion on these political advertising posters. One of the characteristics of its manifestation is polytinarsism. Politinarsism is shown through the presence of political artificialism, political congruence, and the politics of reduction.

According to Arsanti (2017: 6) that religious values can describe noble morals in the form of kindness towards others. Words have a very strategic role in building the character of the electorate. This is as stated (Suwanti, 2017: 10), namely that words have extraordinary power and will be meaningless if they are not used properly. Words will be meaningful and function when used. In this case it functions as a tool to build character. Jargon according to Sholehuddin (2015: 70) in its application as an effective process of mass mobilization to support patriotic campaigns which always echo revolutionary. The use of political jargon has its own charm for the people. Luriawati ( 2010 ) states that acronyms can be formed by combining initial letters, syllables, or combining letters with syllables so that they are pronounced properly. There were political advertisements for the 2015 Central Java Pilkada in the form of self-acronym advertisements for 23 of the 55 regent/mayor candidate pairs, as follows.

### SEMAR (Supporting Arifin-Romi)

The acronym 'SEMAR' comes from the initial syllable /se/ which comes from the word spirit, the initial phoneme /m/ comes from the word support, the phoneme /a/ comes from the person's name, namely Arifin, and the phoneme /r/ comes from the word Romi. The acronym SEMAR is the acronym for candidate pair number 1 Muhammad Arifin-Romi Indarto from Pemalang Regency. The word Semar, apart from being an acronym, was also chosen to represent themselves as a wayang character who became a leader for the common people, namely the character Semar.

### DADI (Support Agung-afifuDIn)

Another acronym is DADI. Dadi is an acronym displayed by candidate pair number 3 of Pemalang Regency, namely Mukti Agung Wibowo-Afifudin. The acronym DADI comes from three words that come from a combination of initial phonemes, initial phonemes, and new syllables. The acronym DADI comes from the initial phoneme /d/ as the first element that comes from the word support. The initial phoneme /a/ as the

second element comes from the word Arifin, and the new syllable /di/ as the last element comes from the word Afifudin.

The acronym DADI is a word that comes from the Javanese language which means to be or to be. The choice of the word 'DADI' aims to show an optimistic attitude that this pair will win in the Pilkada and be elected as bupati. Although in reality, this pair failed to win. Apart from being used as a political advertisement in the Pilkada of Pemalang Regency, the DADI acronym is also used in Demak Regency by candidate pair number 2, namely Moh. Dahirin and Edi Sayudi. The acronym DADI comes from the initial syllable /da/ which comes from the word Dachirin (name of the candidate for regent), and the final syllable /di/ comes from the word Suyudi (name of the candidate for deputy regent).

#### **CHARISMATIC (KAng RISwadi with nurbalisTIK)**

In the acronym advertisement, the Pekalongan Regent candidate pair serial number 1 Riswadi-Nurbalistik crowned himself as a charismatic Pekalongan Regent candidate pair. Charismatic is an acronym that comes from four words, namely Kang Riswadi Bersama Nurbalistik. This acronym is formed from a combination of the initial syllable /ka/ as the first element which comes from the word kang (meaning; mas), the initial syllable /ris/ as the second element which originates from the word Riswadi (name of candidate for regent), syllable /ma/ as the third element which comes from the word together, and syllable /tik/ as the final syllable which comes from the word Nurbalistik (name of candidate for deputy regent).

#### **ASRI (Asip-aRIInI)**

The acronym with the choice of the word 'ASRI' became a political advertisement made by the Pekalongan Regent candidate pair number 1 Asip Kholbihi-Arini Harimurti. This pair of candidates were elected in the Pilkada as Regent and Deputy Regent of Pekalongan. ASRI is an acronym that comes from two words, namely a combination of the initial syllable and the new syllable. ASRI is a combination of syllable /as/ as the first element which comes from the word Asip (name of the candidate for Pekalongan Regent) and the new syllable /ri/ as the last element which comes from the word Arini (name of the candidate for Deputy Regent).

#### **GUARDIAN (WidyA-HiLmI)**

The acronym WALI comes from two words namely Widya-Hilmi. The word Widya is indicated by the phoneme /w/ as the first element and the phoneme /a/ as the second element. Phoneme /l/ as the third element and phoneme /i/ as the last element of the guardian word. This type of acronym is a combination of the initial phoneme, the second, third, and fourth phonemes.

#### **SWEET THANKFUL (MirnA NISA WITH masYKUR)**

Manis Bersyukur is an acronym for Mirna Nisa and Masykur, candidates for Regent and Deputy Regent of Kendal, serial number 2. This acronym is derived from four words consisting of a combination of phonemes, initial and final syllables. This acronym comes from the phonemes /m/ and /a/ comes from the word Mirna. The initial syllable /ber/ comes from the word together, and the final syllable /kur/ comes from the word Masykur (name of candidate for Deputy Regent).

#### **HEBAT (Hendi with the people)**

Another ad acronym is GREAT. Terrific is an acronym advertisement created by candidate pair for Semarang Mayor number 2 Hendrar Prihadi/Hendi-Hevearita Gunaryati Rahayu. Great is an acronym for Hendi with the people. The acronym Hebat is a combination of the initial syllable /he/ which comes from the word Hendi (name of candidate for mayor), the phoneme /b/ comes from the word together, and the final syllable /at/ comes from the word people. The use of the acronym Great aims to show the capacity of the mayoral candidates and the people to unite to create a great Semarang City.

#### **SIBAGUS (SIGIT WITH AGUS)**

The candidate pair for Mayor of Semarang Sigit Ibnugroho Sampono-Agus Sutyoso used an acronym advertisement with the choice of the word SI BAGUS. Si Bagus is an acronym derived from three words consisting of a combination of the initial syllable /si/ which comes from the word Sigit (the name of the candidate for mayor), the phoneme /b/ which comes from the word together, and /agus/ which is the original word which denotes a person's name, namely Agus Sutyoso. Apart from being an acronym for a candidate, the choice of the word Si Bagus has a positive meaning, that is, it raises the profile of a good or good mayoral candidate pair.

#### **MUKTI (Munjirin-ngesTI)**

MUKTI comes from the word Munjirin-Ngesti. This acronym is formed from the initial syllable /mu/ which comes from the word Munjirin (the name of the candidate for mayor) and the final syllable /ti/ which comes

from the word Ngesti. The phoneme /k/ which is in the middle of the two elements does not have the meaning of a particular word element. Mukti is a Javanese term which means noble/prosperous.

#### **TEAK (JATmIko-MASud)**

The advertisement for the acronym, which is a combination of the names of the candidates, was also made by another candidate for Semarang Regent, namely Nur Jatmiko-Masud Ridwan. JATI MAS is an acronym for Jatmiko-Masud. This acronym consists of a combination of syllables, phonemes, and syllables. The initial syllables /jat/ and /i/ are derived from the word Jatmiko (name of the candidate for regent). While the second initial syllable /mas/ comes from the word Masud (name of candidate for deputy regent).

#### **NASIR JOS (NAtSIR-Joko Susanto)**

The Pilkada of Demak Regency also presents an acronym advertising campaign model. Nasir Jos is an acronym for Nasir-Joko Sutanto candidate for Regent of Demak serial number 1. Nasir is the name of the candidate for regent, while JOS comes from the initial syllable /jo/ which comes from the word Joko and the phoneme /s/ comes from the word Sutanto.

#### **DEFINITELY HARUM (HEALTHY COUPLE HARwanto-Masykuri)**

Acronym advertisements in the form of a word are also found in the regional elections of Rembang Regency. In this district, there are three candidates for bupati who each use an acronym for their campaigns, namely PASTI HARUM and SUKUN. The acronym Pasti Harum comes from the word Harwanto-Maskuri True Couple. This acronym comes from a combination of silabe and silabe. Silabe /pas/ comes from the word pair, silabe /ti/ comes from the word one heart. While the initial syllable /har/ comes from the word Harwanto (name of candidate for regent), and the phoneme /m/ comes from the word Maskuri (name of candidate for deputy regent). The phoneme /u/ in the word Harum cannot be found in the acronym.

#### **Breadfruit (Sumarto-KUNTum)**

The acronym SUKUN comes from a combination of syllabi. Silabe /su/ comes from the word Sumanto (name of candidate for regent), while silabe /kun/ comes from the word Kuntum (name of candidate for deputy regent).

#### **ADA (Abu-D Asuri)**

The acronym ADA comes from the phoneme /a/ which comes from the word Abu (name of candidate for regent), while silabe /da/ comes from the word Dasuri (name of candidate for deputy regent) Blora in the 2015 Pilkada.

#### **NURANI (NURdin-ANIs)**

Another pair of candidates who used the acronym ad in their Pilkada campaign was Nurdin-Anis (candidate for the Regent of Sukoharjo, serial number 2). Conscience is a combination of syllables. Silabe /nur/ comes from the word Nurdin. While silabe /ani/ comes from the word Anis (candidate for deputy regent).

#### **SUKO (SUGiyanto-joKO)**

The acronym SUKO is a combination of silabe /su/ derived from the word Sugiyanto (name of candidate for regent), and sylabe /ko/ derived from Joko (name of candidate for deputy regent).

#### **AMAN TO (Agus fathurrahMAN-joko suprapTO)**

The acronym advertisement depicting regional security was made by the regent candidate pair Agus Fathur Rohman-Joko Suprpto with the acronym AMAN TO. The acronym AMAN TO comes from the phoneme /a/ which comes from the word Agus (name of candidate for regent), silabe /man/ comes from the word Rohman, while silabe /to/ comes from the word Suprpto (name of candidate for deputy regent) Sragen in the 2015 Pilkada.

#### **MAE (Maya-Eko)**

The acronym MAE comes from silabe /ma/ which comes from the word Maya (name of the candidate for regent), and the phoneme /e/ comes from the word Eko (name of the candidate for deputy regent).

#### **SUPER SUMEH (Sarip-Usup, Care for the People. Sarip-Usup, GOOD BLESS)**

The acronym SUPER SUMEH comes from the phoneme /s/ which comes from the word Sarip (the name of the candidate for regent), the phoneme /u/ comes from the word Usup (the name for the candidate for deputy regent), silabe /pe/ comes from the word care and the phoneme /r/ comes from the word people The word SUMEH is formed from the sylabe /su/ which comes from the word Sarip-Usup (the name of the pair of candidates for regent and deputy, the phoneme /m/ comes from the word hopefully, and the phonemes /e/ and /h/ come from the word blessing.

**HARJO (HARdi-Joko)**

The acronym HARJO comes from silabe /har/ which comes from the word Hardi (name of candidate for regent) and silabe /jo/ comes from the word Joko (name of candidate for deputy regent).

**MULYA HEART (HARTINI-MULYAni)**

The acronym HATI MULYA comes from silabe /ha/ and /ti/ comes from the word Hartini (name of candidate for regent), silabe /mulya/ comes from the word Mulyani (name of candidate for deputy regent) Klaten in the 2015 Pilkada.

**SI WINNER (Sigit-WINDarti beNER)**

The acronym SI WINNER comes from silabe /si/ which comes from the word Sigit (name of the candidate for regent), while silabe /win/ comes from the word Windarti (name of the candidate for deputy regent), and silabe /ner/ comes from the word benar.

**MUST (HARyanto-agUS)**

The acronym MUST comes from the phoneme /har/ which comes from the word Haryanto (name of the candidate for regent), while the syllable /us/ comes from the word Agus (name of the candidate for deputy regent).

**Conclusions**

Rhetoric plays an important role in presenting Pilkada political advertisements, especially with regard to the art of political advertising language. The use of rhetoric in political advertising aims to influence the electorate effectively. In this context, language is used to convince the public about their political choices with an effective choice of rhetorical language, namely by including acronyms, initials, and abbreviations. Sociologically, the acronym contained in the political advertisement discourse consists of two functions, namely as a name shortener, and as a motto, or both are present in one political advertisement. Acronyms belonging to the name shortening (initialization) are the words Asri, Wali, Si Bagus, Mukti, Jati, Nasir Jos, Breadfruit, Ada, Conscience, Suko, Aman To, Mae, Harjo, Hati Mulya, The Winner, and Must. While those that are classified as mottos are Dadi, Charismatic, Super Sumeh, Sweet, Grateful, and Definitely Fragrant. The acronym construction pattern contained in the election political advertisement discourse consists of seven patterns, namely a series of initial syllables for each word, a series of first initial syllables with the second word as a whole, a series of first initial syllables with the second last syllable, a series of first final syllables with syllables the beginning of the second word, the final syllable series of the two words, the first syllable series of each element with conjunction release, and the first letter series of each element.

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