Bab 5

Kesimpulan dan Saran

5.1. Kesimpulan

Karikatur merupakan salah satu bentuk karya jurnalistik, berfungsi sebagai media untuk menyampaikan kritik sosial terhadap pemerintah. Melalui karikatur, karikaturis mengungkapkan ide atau pesan kepada publik dengan menggunakan simbol – simbol dalam bentuk gambar, tulisan, dan lainnya. Karikatur juga penuh dengan simbolisme yang kaya akan makna, sehingga media pers Indonesia sering menampilkan karikatur sebagai ungkapan kritis terhadap berbagai isu yang berkembang secara terselubung.

Karikatur di Indonesia saat ini telah berkembang menjadi karya seni yang kaya akan pesan dan estetika. Selain mengandung humor, karikatur juga sering menjadi cerminan peristiwa yang terjadi di masyarakat. Meskipun pembaca sering melihatnya sebagai sindiran yang sinis, ironis, dan humoris, karikatur tetap berfungsi sebagai media komunikasi yang menyampaikan informasi kepada publik.

Setiap media sosial memiliki karikatur dengan gaya dan karakteristik tersendiri. Memahami makna karikatur tidak semudah membaca artikel biasa, diperlukan pemahaman mendalam agar pesan dalam karikatur dapat diterima. Isi pesan dan informasi serta makna dalam karikatur bergantung pada pemahaman masing – masing pembaca.

Setelah melakukan analisis berdasarkan teori semiotika Barthes, saya menarik kesimpulan makna denotasi, konotasi, dan mitos yang terkandung dalam kesepuluh karikatur tentang pemilihan presiden 2024, terutama pada setiap calon pasangan presiden dari bulan Oktober 2023 sampai bulan Februari 2024 adalah:

1. Makna denotasi dalam karikatur dari setiap pasangan calon presiden dari bulan Oktober 2023 sampai Februari 2024 adalah terdapat gambar tokoh dengan wajah dari pasangan calon presiden nomor urut 1, pasangan calon presiden nomor urut 2, dan calon pasangan presiden nomor urut 3, dengan berbagai ekspresi wajah, gerakan badan, baju yang dipakai dari setiap pasangan calon presiden, identitas, atribut, atau simbol, juga kata – kata yang bersinggungan dengan kisruhnya pemilihan presiden 2024.

2. Makna konotasi dalam karikatur pemilihan presiden 2024 dari bulan Oktober 2023 sampai Februari 2024 adalah di setiap karikatur terdapat gambar pasangan calon presiden nomor urut 1 yaitu Anies Baswedan-Muhaimin Iskandar, pasangan calon presiden nomor urut 2 yaitu Prabowo Subianto-Gibran Rakabuming Raka, dan pasangan calon presiden nomor urut 3 yaitu Ganjar Pranowo-Mahfud MD. Pada karikatur dari pasangan calon presiden nomor urut 1 makna yang disimpulkan berupa konflik, perjanjian, dan formal. Pada karikatur dari pasangan calon presiden nomor urut 2 makna yang disimpulkan berupa santai, sindiran, dan banyak omong. Pada karikatur dari pasangan calon presiden nomor urut 3 makna yang disimpulkan berupa solidaritas, harmonis, dan profesional.

3. Mitos dalam karikatur pemilihan presiden 2024 mencerminkan masalah utama yang sering terjadi pada pemilihan presiden di Indonesia. Mitos-

mitos ini mencakup dinasti politik, pemilu dipengaruhi kekuasaan politik tertentu, politik identitas, uang politik menentukan kemenangan, dan solidaritas politik.

5.2. Saran

Untuk teman – teman mahasiswa, semoga penelitian ini dapat memberikan pengetahuan baru dalam menganalisis karikatur. Penelitian ini menggunakan teori semiotika, yang bertujuan untuk memahami makna dari tanda – tanda atau simbol – simbol yang muncul. Jika diolah, tanda atau simbol tersebut dapat menghasilkan berbagai interpretasi yang beragam dalam setiap penelitian menggunakan semiotika. Diharapkan pada penelitian berikutnya, akan dilakukan analisis karikatur dengan menggunakan teori semiotika yang berbeda. Peneliti berharap semoga penelitian ini dapat menjadi referensi bagi penelitian selanjutnya terkait teori semiotika dari Barthes.

Research Summary

In 2024, Indonesia passed the democratic party, namely the determination or general election to elect the President and Vice President, members of the DPR and DPRP. This general election is a realization of implementing the democratic system of government of the Unitary State of the Republic of Indonesia. In preparing for general elections, we commonly know that each political party prepares various things, including programs and work plans to win their competition for office, campaign strategies, speeches, communication with voters, and political coalitions to support their candidacy.

The most significant aspect of the presidential and vice presidential election campaigns is the messages conveyed by the candidates. Each candidate tries to bring a particular theme or topic to the public. Some of us may be more familiar with political promises. Political promises could be true because they are part of the message in political campaigns, although they do not always mean that. Each candidate conveys their vision and mission or political promises using acceptable language to the public.

The various uses of language conveyed in a political campaign must be packaged in such a way that they are effective. Some use polite language; others use sarcasm, cultural language, criticism, foreign terms, and insults. Language can also be found in various media, including social media. Social media is an online platform that allows users to interact, share content, and connect with other people virtually. Language is the primary means in this process, whether through text,

sound, or image. Social media is also an information medium anyone can access anywhere and anytime.

One popular social media platform among the public is Instagram. Instagram is loved by many people, including children, parents, students, and business people. Instagram has a high level of interaction because features such as likes, comments, and shares allow users to interact actively with content. Instagram is also used for social criticism through caricature images related to specific issues.

Caricature comes from the word caricature, which is the result of a caricaturist's skills, which include knowledge, intellect, drawing techniques, psychology, lobbying skills, references, reading, and how to choose the right issue topic (Aritonang, 2023). Caricatures are part of the publisher's opinion presented through unique drawings. The function of a caricature itself is to convey a message or criticism humorously, often through distortion or elongation of the physical characteristics or personality of someone or something, such as a politician or a political situation.

In Indonesia, caricatures depict political situations, including the general election. One Instagram account that uses caricatures to describe the situation, criticize or satirize the general election indirectly through just a picture is the Instagram account @komikkitaig. This account often contains caricatures of significant societal issues such as political, socio-economic, corruption, and cultural issues. Because these issues have a message to be conveyed as an image, revealing their meaning requires a semiotic analysis method.

Semiotics studies signs, symbols, and meaning in language, art, culture, and communication. It includes analyzing how signs and symbols convey a message and how individuals and society form, understand and interpret meaning.

This research is interesting to carry out because the three pairs of presidential candidates and vice presidential candidates have offered phenomenal promises, such as building 40 cities at the level of Jakarta, free lunches, and free internet, which are in the spotlight of the Indonesian people. Another reason that this research is interesting to carry out is that the 2024 general election presents competition between prominent political figures such as Prabowo Subianto and Ganjar Pranowo. Prabowo, who has competed in several previous presidential elections, is running again with solid support from his party, Gerinda. Meanwhile, Ganjar Pranowo, the widely known governor of Central Java, also received strong support, especially from PDI-P. The final reason this research is interesting is because of political dynasties. The issue of political dynasties is back in the spotlight with the possible nomination of Gibran Rakabuming Raka, son of President Joko Widodo, as vice presidential candidate. These political dynasties gave rise to debate regarding the suitability of political dynasties with the principles of healthy democracy.

Therefore, this research uses semiotic analysis to describe how caricatures are used to criticize the general election situation. Examining the meaning of these social messages is interesting, and this research is essential in this regard.

Based on the description of the problem explained above regarding caricatures used to convey something about political events, I can ask the

question, "What is the meaning contained in the caricatures on the Instagram account @komikkitaig regarding the 2024 Indonesian presidential and vice presidential elections?". This research aimed to describe how caricatures are used to criticize the circumstances of the presidential election using semiotic analysis.

One of the previous studies with a topic compatible with this research is a journal by Supriadi et al. titled Political Caricatures in the South Sulawesi People's Daily Print Media: A Semiotic Study (2019). This research has several objectives. The first is to reveal the verbal and visual codes of political caricatures in the South Sulawesi People's Daily newspaper. Second, explain the coded iconic messages and uncoded iconic messages of political caricatures in the South Sulawesi People's Daily newspaper, and finally, explain the function of caricatures in the South Sulawesi People's Daily newspaper. The results show that all caricatures have different verbal and visual codes, depending on the image and message of the caricature. This research shows no visible caricature with visual and verbal codes, always displayed simultaneously. In contrast, no caricature appears without a verbal code.

Supardi's research and this research are similar in that they both examine political caricatures. The difference lies in the methods and theories used. Supriadi et al.'s (2019) research use the observation method with Peirce's semiotic theory, while my research uses the note-taking method with Barthes' semiotic theory.

Roland Barthes, born in Cherbourg, France, November 12, 1915, is a philosopher with a comprehensive scientific range covering linguistics, semiotics,

social theory, structuralism, anthropology, and pro-structuralism. Roland Barthes's semiotic theory is a theory that assumes that all social and cultural events consist of signs that have meaning. In Roland Barthes's model of semiotics, there are three elements: denotation, connotation, and myth.

The first level is denotation. Denotation is the relationship between the signifier and the signified in a sign and its reference in external reality. Denotation refers to the common-sense or real meaning of the sign (Barthes, 2017, hlm. 8-9). Denotation is the most general or basic meaning directly related to the object represented by the sign. For example, in the context of "roses" the denotation is a flower with red or white petals and blooms, and the stem has thorns.

Connotation, as a system, consists of signifiers, signified, and the process that unites the first system into the second system (signification) (Barthes, 2017, hlm.129). Connotation includes the more subjective, emotional, or cultural meanings associated with the sign in a person's thoughts or experiences. Connotations can vary between individuals or cultural groups and are often shaped by particular social, cultural, or historical contexts. For example, the connotation of "roses," the connotation of roses can symbolize affection or love for someone and is known for its beauty and fragrant aroma. This connotative meaning can vary based on culture and context of use.

A myth is a story that conveys a specific message and is related to beliefs. Myths are often associated with narratives or something people talk about and have the meaning of statements that are conveyed repeatedly. Myth is also related to the word "mythology" in English, which means the study of myth and their

contents (Hasanah & Ratnasari, 2017). For example, the myth about "roses." The myth about the red rose enriches its role as a symbol of love, sacrifice, and beauty and has several meanings related to mysticism and societal beliefs.

This research is descriptive and qualitative. The method used in this research is the note-taking method; according to Sudaryanto (2015:203), the note-taking method is a method used in language research by observing the use of language in the object to be studied (Tanzeh & Arikunto, 2015).

Based on the explanation above, This research used Barthes's theory to analyze caricatures. The analysis aims to discover the meaning of caricatures in the Instagram @komikkitaig account posts. The method used to determine meaning is semiotic analysis, which includes qualitative descriptive research. This approach uses the note-taking method. Data was taken from 10 caricatures posted on the Instagram account @komikkitaig from October 2023 to February 2024. From these caricatures, I observed those related to the theme of the 2024 presidential election.

The result of this research is that the message of the caricature can be identified through the semiotic approach of Barthes' theory. Namely, the elements of meaning (Two Orders of Signification), which focus on denotation, connotation, and myth—for example—founded the meaning contained in the caricature of October 31, 2023.

➢ **Denotation**

In the October 31, 2023 edition of the caricature, the author denotes three images: an image with a dark blue background and an image of a door prize coupon. In

addition, there are two male figures in the picture: the first is wearing a white shirt complete with a tie and black jacket, and the second is wearing a white shirt and a black cap. The word "loss of door prizes" is written in white in the picture.

Furthermore, in the second picture, there is a picture with a light blue background; in the picture, there are two male figures wearing sky blue shirts, and there is an article to the right that says "lots of criticism" in white writing. Then, in the third image, there is an image with a white background. In the picture, two male figures also wear black and white shirts. On the left side of the man's white shirt is black writing that says "loss of support."

➢ **Connotation**

In the first picture are the presidential candidate pairs number 1, Anies Baswedan and Muhaimin Iskandar. A white shirt with a tie and black jacket is connoted with formal events such as business meetings, job interviews, or other official events. This appearance gives the impression of being professional, serious, and respected. Meanwhile, a white shirt with a black piece connotes simplicity and modesty, reflecting the traditional and religious values held by the wearer, and can be a symbol of national or cultural identity, especially when worn at official events or state ceremonies. The words "lost of door prizes" on a dark blue background connote a promise of prosperity and incentives. In a political context, this writing can be considered a metaphor for promises of welfare or incentives from candidates or political parties to voters. The writing shows their efforts to attract attention and support by offering gifts or direct benefits.

In the second picture, presidential candidate pair number 2 is Prabowo Subianto and Gibran Rakabuming Raka. The sky-blue shirt of presidential candidate number 2 connotes professionalism and trust. A sky-blue shirt conveys impressionism, trustworthiness, and reliability in a business or work context. The words "many criticisms" with a light blue background connote hope for improvement.

In the third picture, the presidential candidate pair number 3 is Ganjar Pranowo and Mahfud MD. The black shirt worn by Ganjar can be considered a severe and professional impression. Meanwhile, the white shirt Mahfud wore connotes purity and cleanliness. Wearing a white shirt can reflect simplicity and sincerity. The words "loss of support" on a white background symbolize positivity and optimism. In a political context, a bright white background with a "loss of support" message conveys an optimistic mood. The background illustrates that the support received by the candidate is full of hope and positive energy.

➢ **Myth**

The myth in the article "lost of door prizes" is to increase the number of votes in the election. However, support obtained through door prizes is usually only temporary and needs to indicate long-term commitment from voters. More critical voters see this as a form of manipulation.

The myth that says "loss of criticism" means society does not like or support them. While criticism can be challenging, a politician's response to that criticism is often more critical. Responding to criticism constructively and transparently can strengthen a leader's reputation and openness to feedback.

The final myth, "loss of support," implies that the politician or policy will be successful and accepted by all parties. However, loss of support only sometimes guarantees success. Such support can be temporary or superficial, primarily if it is based on something other than solid policies or concrete achievements. In addition, more support is needed to make politicians or parties more confident and responsive to criticism or changes in the situation.

After carrying out an analysis based on Roland Barthes' semiotic theory, the author concludes that the meaning of denotation, connotation, and myth contained in the ten caricatures about the 2024 presidential candidate from October 2023 to February 2024 is:

The denotational meaning of each caricature is a picture of a character with the face of presidential candidate pair number 1, presidential pair number 2, and presidential candidate pair number 3, with various facial expressions, body movements, clothes worn by each pair of presidential candidates, identity, attribute, or symbol, as well as words that relate to the chaos of the 2024 presidential election.

The connotation of each caricature is a picture of the presidential candidate pair number 1, namely Anies Baswedan-Muhaimin Iskandar, the presidential candidate pair 2, namely Prabowo Subianto-Gibran Rakabuming Raka, and presidential candidate pair number 3, namely Ganjar Pranowo-Mahfud MD. In the caricature of the presidential candidate pair number 1, the meanings concluded are conflict, agreement, and formal. In the caricature of presidential candidate number 2, the inferred meaning is relaxed, sarcastic, and much talk. In the caricature of

presidential candidate pair number 3, the inferred meaning is solidarity, harmony, and professionalism.

The myths in this caricature of the 2024 presidential election are based on the main problems that often occur in presidential elections in Indonesia. The conclusion of the myths regarding the 2024 presidential election caricatures is that there are campaign promises that are often not fulfilled. Then, in the leadership age, it is crucial, especially in high positions such as president. Then, choosing a leader must be good, fair, honest, committed to a more advanced future, and capable of bringing positive change to Indonesia.