

**POLITICAL SLOGANS IN THE 2024 HEAD
REGIONAL ELECTION IN KUPANG CITY**

A THESIS



BATJE SELCIANA MOW

**ENGLISH EDUCATION STUDY PROGRAM
TEACHER TRAINING AND EDUCATION FACULTY
ARTHA WACANA CHRISTIAN UNIVERSITY**

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A THESIS

**This Thesis is Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Pendidikan in English Education Study Program**



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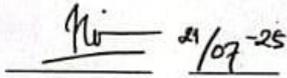
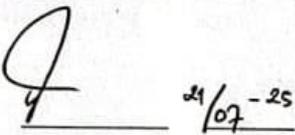
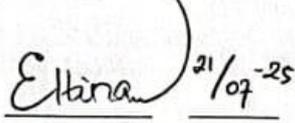
LEGITIMATION PAGE



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This statement is made truthfully and is used for the benefit of humanity.



MOTTO

**“Be strong and be brave. Don’t be afraid of those people because the LORD your
God is with you. He will not fail you or leave you.”**

Deuteronomy 31:6

DEDICATION

This thesis is dedicated to:

1. My savior, Jesus Christ, the Lord, for His guidance and inspiration throughout my academic journey.
2. My beloved parents, Oktofianus Mow and Martha Huan, who have motivated, loved, prayed for, cared for, and supported me throughout my studies.
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5. My almamater, Artha Wacana Christian University, particularly the English Education Study Program, where I have had the privilege to study and grow.

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Kupang, August 11, 2025

The Writer



Batje S. Mow

POLITICAL SLOGANS IN THE 2024 HEAD REGIONAL ELECTION IN KUPANG CITY

ABSTRACT

Batje S. Mow¹

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This study aims to analyze the language styles and symbolic meanings contained in 11 campaign slogans from 5 candidates participating in the 2024 Regional Head Election in Kupang City. Employing a qualitative approach that integrates semiotic theory and stylistic analysis, the research seeks to provide an in-depth understanding of the implicit meanings and linguistic features strategically used in each slogan. Data were collected through documentation of campaign materials, including roadside banners and social media content, throughout the election campaign period. The analysis reveals that candidates and their campaign teams deliberately utilize various language strategies such as acronyms, emotional appeal, figurative expressions, contrast, and repetition to reinforce their messages and shape a positive image in the eyes of voters. Moreover, these slogans carry symbolic meanings that reflect political ideologies, identity, emotions, and strategic messaging aimed at influencing voter perceptions. The findings highlight that slogans function not only as communication tools but also as powerful symbols that create emotional bonds and strengthen the political image of candidates. This underscores the importance of slogans as a vital component of effective and contextually relevant political communication strategies, particularly in culturally diverse societies like Kupang City. The results of this study are expected to contribute valuable insights for developing inclusive and meaningful political communication approaches in future campaigns.

Keywords: *language style, symbolic meaning, campaign slogans, political communication, Kupang*

SLOGAN POLITIK PADA PEMILIHAN KEPALA DAERAH TAHUN 2024 DI KOTA KUPANG

ABSTRAK

Batje S. Mow¹

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Penelitian ini bertujuan untuk menganalisis gaya bahasa dan makna simbolik yang terkandung dalam 11 slogan kampanye dari 5 kandidat peserta Pemilihan Kepala Daerah Tahun 2024 di Kota Kupang. Dengan menggunakan pendekatan kualitatif yang mengintegrasikan teori semiotik dan analisis stilistik, penelitian ini berupaya memberikan pemahaman mendalam mengenai makna tersirat dan fitur kebahasaan yang digunakan secara strategis dalam setiap slogan. Data dikumpulkan melalui dokumentasi materi kampanye berupa spanduk di tempat umum dan konten media sosial selama masa kampanye. Hasil analisis menunjukkan bahwa para kandidat dan tim kampanye secara sengaja menggunakan berbagai strategi bahasa seperti akronim, daya tarik emosional, ungkapan figuratif, kontras, dan repetisi untuk memperkuat pesan serta membentuk citra positif di mata pemilih. Selain itu, slogan-slogan tersebut mengandung makna simbolik yang merepresentasikan ideologi politik, identitas, emosi, dan pesan strategis yang bertujuan mempengaruhi persepsi pemilih. Temuan ini menegaskan bahwa slogan bukan hanya berfungsi sebagai alat komunikasi, tetapi juga sebagai simbol kuat yang mampu menciptakan ikatan emosional dan memperkuat citra politik kandidat. Hal ini menegaskan pentingnya slogan sebagai komponen vital dalam strategi komunikasi politik yang efektif dan relevan secara kontekstual, terutama dalam masyarakat yang beragam budaya seperti Kota Kupang. Penelitian ini diharapkan dapat memberikan kontribusi berharga bagi pengembangan strategi komunikasi politik yang inklusif dan bermakna pada kampanye-kampanye mendatang.

Kata kunci: *gaya bahasa, makna simbolik, slogan kampanye, komunikasi politik, Kupang.*

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