

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the analysis of political slogans used in the 2024 Kupang City Regional Head Election, it can be concluded that each candidate applies a strategic approach in political communication through the use of language styles and symbolic elements. The language styles observed are diverse, including acronyms, emotional appeals, figurative language, contrast, and repetition. These stylistic devices are deliberately crafted to create memorable messages, foster emotional connections, and strengthen the candidates' images and visions. In addition, the slogans incorporate various symbols representing identity, emotional aspirations, ideological values, and strategic positioning, which serve to build trust, solidarity, and distinguish the candidates from their competitors.

The findings show that political slogans function not only as persuasive tools but also as cultural artifacts that reflect shared values, collective hopes, and local identity. These slogans influence public perception, strengthen emotional bonds with voters, and encourage greater political engagement within the community. Overall, the strategic combination of language styles and symbolic meanings in the slogans effectively enhances candidates' communication efforts, playing a crucial role in shaping voter attitudes and perceptions throughout the election process.

5.2 Suggestions

Based on these findings, it is recommended that candidates and campaign teams focus on creating slogans that are visually appealing while also capable of building emotional connections by incorporating elements of local culture and identity. Developing slogans with diverse and innovative language styles can improve message effectiveness, enhance memorability, and deepen emotional ties with the community.

Furthermore, enriching slogans with cultural symbols can foster a sense of pride and togetherness among citizens toward the candidates. It is also advisable to tailor slogans to different demographic groups to ensure relevance and resonance. By strategically combining linguistic creativity and cultural symbolism, campaign efforts can more effectively influence voter perceptions and attitudes, thereby supporting a stronger local democratic process.