# Forensic Linguistics Studies in Netizen Comments on the 2024 Vice Presidential Debate Gimmick on Facebook/Twitter

**Rani Sri Wahyuni**
*STT Wastukancana, Jl. Cikopak No. 53 Sadang Purwakarta, Indonesia*
*raniswahyuni21@gmail.com*

***ABSTRACT***
*Research is based on the presence of symptoms that are widely discussed by the public about some of the gimmicks used and contain certain meanings presented by one of the presidential candidates during the presidential candidates' debate in 2024. The use of the gimmick triggered many comments and caused many interpretations. This study aims to find or study some violations in the use of language on social media Facebook/Twitter in comments related to gimmick-gimmick used at a debate that contains the meaning of words/sentences demeaning and insinuating. The research method used is descriptive qualitative. Data is collected using a refer and record technique. The results showed that in the form of speech acts considered demeaning/insulting there were 20 speeches, in Stirum/Diseufeumism there were 10 speeches. The most common form of speech acts found is a demeaning/insulting and insinuating speech act of 10 data. Meanwhile, the least acts of speech that appeared in the 2024 vice presidential debate, namely the adverse speech acts.*

**Keyword**s*: forensic linguistics; gimmick;language use*

## INTRODUCTION

A piece of information presented both in the form of video, news, and articles today can be spread quickly even in seconds because information can now be accessed quickly. Therefore, when there is information such as video footage containing gimmicks or controversial utterances, it will be very quickly spread in the community and not infrequently cause polemics or debates. Some time ago, television was made crowded by the gimmick carried out by one of the presidential candidates during the presidential candidate debate in 2024. The development of information and communication technology has brought positive and negative influences, like a two-edged sword. The use of information and communication technology on the one hand contributes to improving the welfare and civilization of human beings, on the other hand, the advancement of ITE technology can be used to carry out acts that are against the law, which attacks various legal interests of people, society and the state.

The use of information technology in daily life raises various kinds of social networking sites, and its users have spread significantly in various levels of society. Today's social networking sites are widely used for economic activities, exchanging information, etc., all of which are used by the community in accordance with their respective needs. In line with the development of this information technology, people can use search engines such as Google, or Mozilla Firefox, but the most popular among the layers of society are; Facebook, Twitter, BBM, WhatsApp, Instagram, and YouTube. Facebook/Twitter created a room for netizens to write comments on the user's upload of tweets, photos, or videos. The rise of the use of social media such as Instagram, in addition to providing convenience and entertainment for users, also brings various problems. Social media is once used as space for the community to interact with each other. Through social media also someone is free to communicate with others, both in the form of status updates, commenting, criticizing, and even blaspheming others. Someone can easily participate, share, and fill in forums on their respective social media.

Language is an instrument for communicating, both verbally and in writing. The language spoken by someone contains values and norms in it. So in every speech, it is important for everyone to filter the language that will be used according to the situation, and conditions, and consider social values and norms. Not long ago we were enlivened by the vice presidential debate accompanied by many gimmicks from the participants. The gimmick-gimmick that occurred during the vice presidential debate resulted in many debates and various comments from the people who watched, which felt insinuated. This event has been around for a long time but, at this time its use is increasingly widespread with the emergence of social media phenomena. (Faiz et al., 2024). People tend to be too expressive in speaking on social media. This often reaped conflict, debate, and divisions in the community. The production of hate speech tends to be massive in various social networks, one of the Twitter/Facebook Satun which is now transformed into one of the social media that is widely used and increasingly favored by the public, including the artists. (Mulyadi, 2023)

The following are some of the previous studies that examined the Forensic Linguistics Study in the nitizen comment on the 2024 Vice Presidential Debate Gimmick is the Gimmick Analysis in the Uya House Talkshow Program in Trans 7 which explains about knowing and analyzing the gimmick in the Uya House Talk Show program on Gimmick in a Talk program Uya's house show in Trans7 through behavior, dialogue, and signs of an object, seen from the gimmick on dialogue, sound music, facial expressions, body movements, colors, and camera movements. (Salsabila, 2018). Furthermore, previous research related to this forensic linguistics is a study of the study of forensic linguistics in the comments of the N.S Gambus case posting on social media Facebook which focuses on data that contains the meaning of words/sentences demeaning, tarnishing, and harming the good name of others who can cause legal actions criminal. The next previous research on the utterance of the hatred of Indonesian netizens in the Indonesian celebrity Instagram comments column: A Forensic Linguistic Study that discusses Indonesian netizens' comments on the Public Figure Instagram account named Kekeyi who is now trending in Indonesia because of the vlogs and uploads invite a lot of attention from Indonesian netizens while the difference This research with previous studies, this research is more Focusing on the purpose of the utterance of negative sentiments, emoticons, and gimmics and also the implicit meaning and the purpose of the gimmics by the presidential and vice presidential candidates in the 2024 presidential election debate.

In an effort to increase his appeal, Presidential Candidate Prabowo realized the need to make a rebranding/political image. The militant and serious image attached to previous elections

is likely to be considered to be renewed to be more in line with the political atmosphere and tastes of the people in the 2024 elections. Adoption of more 'Gemoy' images can be part of this rebranding strategy. The 2024 election is estimated to be an increasingly stringent political battle. In high-competition situations, *paslon* tends to innovate to distinguish itself from its competitors. Prabowo Subianto with the pair Gibran Rakabuming Raka, has adopted the 'Gemoy' image and implemented gimmick-gimmick on social media, which makes it possible to try to create a unique impression that can distinguish the campaign from others. (Faiz et al., 2024). Popularity and positive interaction on social media can have a big impact on the image of a candidate. (Fizriyani et al., 2023). Prabowo and Gibran evaluate the effectiveness of social media as a tool to build and strengthen community support so that they choose to be more active and creative in interacting with the community. (Ilham et al., 2024). These studies will be examined in this study using a forensic linguistic approach.

Forensic linguistics, according to is a scientific study of the language applied for forensic purposes and legal statements. Furthermore, forensic linguistics with pragmatic and speech situations by stating that pragmatics in forensic linguistics considers social roles, personality, professional relationships, topics, the purpose of the speaker, place and time of conversation, and the expression of the speaker. (McMenamin & Choi, 2002). Forensic linguistics is a relationship between language, criminal acts, and laws in it, including law enforcers, even disputes that have the potential. When bridging between segments and commercial breaks, and when the event will be completed. These times are the right time to present the gimmick so that the audience still watches the program. However, the gimmicks presented in the presidential and vice presidential debates carry their own impression and contain many hidden meanings. Therefore, every gimmick displayed in the debate gets many comments and responses from nitizens. Nitizen comments on the gimmick that occurred during the debate turned out to be found to contain many negative sentiments. (Sakti & Yulianto, 2013)

Gimik (English: gimmick) This general term includes the use of packaging, appearance, artificial devices, and a series of scenes to deceive, surprise, create an atmosphere, or convince others. According to KBBI, this refers to the act of deceiving actor to trick other casts. The word gimmick is a word that is quite popular in the community, especially young people. Although the term gimmick is rarely used in daily conversations, now slang from young people is increasingly widespread and viral on social media. In general, "gimmick" is often heard in the context of entertainment. In terms of entertainment, the meaning of gimmick is also used in the political field, according to Dr. Tengku Murphi Nursmir, politics without gimmick is less attractive. Political gimmick refers to the actions or strategies carried out by politicians or political parties with the aim of attracting attention, creating certain images, or influencing public opinion, often without showing the substance or real change in policy. Political gimmicks can include dramatic public events, controversial actions, or marketing campaigns aimed at achieving political profits. (Fizriyani et al., 2023). Examples of cases such as presidential candidate number 2, Prabowo Subianto, are now known as gimmick 'Gemoy'. During the announcement of the serial number in the 2024 presidential election, vice presidential candidate Gibran Rakabuming Raka was striking showing the words *'Gemoy'* in Infraboard while waving two fingers. (Widayanti & Fridiyanti, 2023)**.** Where the term or gimmick is used to refer to the questions presented and gestures carried out by the presidential and vice presidential candidates on the stage during the debate event**.** (Agung, 2019)

**METHOD**

The method used in this study is divided into three stages, namely the stage of data collection, data analysis, and data presentation. The presentation of each of these stages is explained as follows; 1. Data Collection The process of collecting data began by listening and recording various public comments about the gimmick used by the vice president at the debate, after the data was collected then the data was sorted based on the implicature/ meaning hidden in these comments, and that the observation of the data was made -Data that has been collected especially in the use of the language in it and then transcribed into the data card in the form of a series of conversations that occur. 2. Data analysis; The data that had been obtained in the previous stage was then analyzed. This analysis process was carried out by describing the various responses/comments from the public to the gimmicks that occurred during the vice presidential debate in 2024. The controversy found in nitizen comments about the gimmick was considered demeaning and insinuating other vice presidential candidates. In the final stage of this analysis, the internalization of the anta analysis has been carried out to uncover the presence or absence of the degrading or insinuating element of the gimmick used by one of the vice presidential candidates at the debate event. 3. Presentation of data that has been analyzed then presented the results in the report in the form of a complete descriptive explanation related to the public responses to the gimmick used during the presidential candidate debate 2024, which is indicated to contain elements of degrading/insulting and insinuating.

This description is informally presented or by using ordinary words from the author. (Sudaryanto, 1993). The following authors describe the stages in this study:  Stages of finding data, the following writer will describe the stages in this study: The first stages of research conducted are reading comments written by netizens on social media such as Facebook or Twitter, of many comments data collected, the authors focus On the use of words and the sentences of the netizens on the gimmicks carried out by the presidential and vice presidential candidates. After separating and sorting data based on its type, the writer then classifies the data into the type namely dysphemism, emotions, or included in the gimmick. After separating the netizen comments data based on the type then we analyze according to the author's needs in this study, namely grouping these data based on meaning and implicature so as to get the actual meaning of the comments written by netizens on social media. After analyzing the data, the authors conclude the results in the discussion and research results.

**RESULTS AND DISCUSSION**

Politics and gimmicks are two interconnected things ahead of the presidential and vice presidential elections. Gimmick is used as a tool to get public attention, form a positive image, and foster attraction towards the creator. If we walk toward the 2024 general election, we can see that the Indonesian political stage is filled with the emergence of various gimmicks from presidential candidates (presidential candidates) and vice presidential candidates (vice president). According to the Big Indonesian Dictionary (KBBI), a Gimmick is a tool or tactic that is used to provoke attention. The gimmick can be a variety of things, such as words, physical identity, or body language. Gimmick was created and planned to reach a particular goal. So what is the political gimmick? Political gimmicks have an important role in political games because they simplify the political message that is being conveyed. Especially approaching the election, the gimmick will be used as a forum to be able to attract the attention and sympathy of the audience. Political gimmick itself is a special strategy in the political field,

which is used by politicians to form the desired image, captivate the attention of the public or also incite voters' views in an atmosphere of political competition. With this creative strategy, the public is expected to provide support to the owner of the gimmick by choosing it. The use of political gimmicks can give color to political dynamics and enliven competition between candidates. In an effort to win the hearts of voters, candidates will generally present various innovations in the form of creative and interesting campaigns. However, the use of political gimmicks as well, provides an opportunity for politicians to take advantage of the gimmick as an effort to divert attention from issues that might be less useful for them. Because the gimmick is only used to show the positive side of the presidential and vice presidential candidates and their stage actions. (Saifullah, 2021)

In the 2024 presidential election campaign that has begun, each *paslon* already has a gimmick to attract attention. Let's discuss what gimmicks they use one by one. *Paslon* number 1 Anies-Muhaimin, the gimmick tutorial Slepet Sarong, where the gimmick got a comment from netizens for giving laughter. Anies Baswedan revealed that the gimmick in politics is legitimate to do, as long as it does not become an activity that is often carried out by the Vice Presidential Candidate. The second, namely candidate pair number two Prabowo-Gibran, the gimmick gemoy or dancing gemoy. This gimmick won popularity in various circles of the community because it was able to create joy and intimacy in political campaigns. Chairman of TKN Prabowo-Gibran, Roslan Roeslani stated that this Gemoy gimmick appeared naturally, but he admitted that this gimmick was needed to attract the attention of young voters. And the last one *paslon* from PDIP with serial number 3 Ganjar-Mahfud MD, the gimmick greetings 3 fingers ala Hunger Games. In this case, Ganjar explained that the 3 fingers greetings indicated three of his main promises if elected president, namely: "Three fingers three promises: obey God, obey the law, and be loyal to the people." Creative Strategy vs. Publication: To what extent we can distinguish it? So far we see that social media is the main stage in the gimmick of presidential and vice presidential candidates to build images, strengthen messages, and as a forum for interacting with voters.

The presence of various platforms such as Twitter, Instagram, and TikTok, provides broad gaps for candidates in showing their various actions, slogans, and creative campaigns. This will lead to encouragement for candidates to continue to compete to steal the attention in cyberspace. Faced with this sophisticated and fast flow of information, voters must be wise in examining creative strategies and political deception, because sometimes the line between creativity and cunning strategies can become blurred. Therefore, as an important voter is to find out the extent to which political gimmick reflects the vision and commitment of a leader or is even used as a tool to gain support. Paslon who uses creative strategies with integrity tends to provide deeper recognition of their values and goals. Contrary to political deception, which uses creativity to cover up lies or lack of substance in the campaign. (Allan & Burridge, 1991)

Political gimmicks can be used as entertainment but still see the substance. The preparation made at the beginning of the important thing in the content analysis is to determine the unit of analysis. The author chose several scenes of candidates for vice presidential candidates in each segment in the vice presidential debate show that aired on December 12 to January 7, 2024 which were considered by the vice president to use the gimmick when the debate was carried out. Below I attach the data in the table, fragments of sentences indicated as gimmicks conducted by the presidential vice president at the debate. Below I will attach the data in the table, fragments of sentences indicated as gimmics conducted by presidential and vice

presidential candidates at the time of debate in nitizen comments on social media.  **Comments that show negative sentiment utterances, emotic/signs, and gimmicks;**

1. Oecha Official, @santoso "Prabowo how to lead the Indonesian people, while he just led his wife to separate, (emotive laughing).  Prabowo is not yet common enough to be president, @prabowo @gibran_tweetdivideo#cipslearninghubberbers!#election 2024#debate2024#candidate 2024 #the banking #prabowogibran ".  Data analysis of the comments; From the utterance, it can be considered to contain the intention of reaching and making fun of the use of laughter emoji emphasizing that the context of the data contains negative sentiment toward one of the presidential/vice presidential candidates

2. Lucky Adi, 'It all depends on each of us not to step not to move forward, so as not to be a babu'. The data context is contained in the word babu. If interpreted, it means that someone who works as a maid, and the meaning of the word is the connotation of the word or phrase is rough/negative sentiment. And the word babu refers to as an indicator of annoyance/annoyance.

3. Cold Brew, @Bad_Master12 "Are Tengil and Culas including strategies in this debate?

#DebatCawapres #Debate 2024. Data analysis of the comments; The context of data in the words Tengil and Culas certainly contains the meaning/connotation of negative sentiments because based on the notion of Tengil and Culas is referring to someone who is cunning, cheating, or dishonest.

4. Magdalena Suciati '... "Corruption is getting crazy, with more and more employees. Is that called smart and achievers? The answer? How come I don't find the answer, (accompanied by emotions of thinking) 'The data analysis is in the data which says" corruption is getting crazy "is this gesture that may intend to add a dramatic nuance to the statement. As well as giving the impression that he was very serious in finding the truth of the issue faced, although it might also be guessed as a theatrical action in a broader political context or discussion. The meaning implied from the gimmick contains a negative sentiment connotation insinuating the other person. The use of emoticons in the conversation data through social media is aimed at reinforcing the purpose of the message written or can also avoid the misunderstanding that occurs when the writers of the message only reveal their emotions through their speech

5. CIPSINDONESIA, @cips_idreplyingto @cips_id 'Because #election 2024 is in sight, let's cook and unboxing vision and mission @prabowo @gibran _tweet in the video #cipslearninghub below!

#Election2024 #Debate2024 #Candidate 2024 #The Devotion #Prabowogibran.  The data context of the words cooking and unboxing is the terms "cooking" and "unboxing" are primarily related to content themes found on platforms like TikTok, where *users* share videos that involve cooking processes or the act of unboxing products. This context refers to a study that observed social media content focusing on these themes along with product reviews as forms of engagement and information sharing Among Users

6. Strawberry @sweeTienun, yeah, it's better to have no presidential-vice presidential debate, let alone the discussion-style campaign, it's boring, he said, it is better for a pity and dancing video in TikTok mah🧍💬🧍💬. Analysis of the data in addition to containing negative sentiments, meaning insinuating can be seen from the word boring, and reaffirmed by

the use of emotions of dancing and emotional faces confused to add to the impression of insinuation in the comment

7. Metro TV, @Metro_TV displays the gesture of *celinguk* while his hand is on the temple as if seeing an object far away. "I am looking for the answer Prof. Mahfud, I was looking for where this was the answer. How come I don't find the answer, this gesture might intend to add a dramatic nuance to the statement. As well as giving the impression that he was very serious in finding the truth of the issue faced, although it might also be guessed as a theatrical action in a broader political context or discussion. The meaning implied from the gimmick is to contain a negative sentiment connotation insinuating the other person

8. Gabiiy, @mcflurryyoreo_o, really delicious, yes, Gus, yes, the answer while reading the note earlier, "said Gibran. Gibran made a satire related to Cak Imin who read the notes in the debate. Cak Imin seemed to speak while seeing a record several times when answering the moderator's question. Many citizens/ nitizens on social media consider that the gimmicks made by Gibran seem *songong, cringe, to tengil*

9. Blue, @soliloku, "Songong style, arrogant and deliberately want to demean Prof. Mahfud from Gibran. Ways & lowly like this are not worth displaying in the honorable vice presidential debate ". From the data, it can be seen the interaction between the paslon and the audience: inviting the audience to interact directly, for example by asking for opinions or answering questions in the debate session

10. Ca🔍, @swtcandys, "The one who chooses the *onoh* on watching the vice presidential candidate debate is or not, God should be able to value it 😔😔😔". Data on the utterance in addition to showing utterances that make fun of or insult one of the paslon. That is, the word sane contains meaning if it is still intelligent will not choose a candidate called *onoh* the persuader of disrespect/disrespectful then as a confirmation accompanied by an emotive face sad

11. Robert, @_speedrenaline_ Supporting 02 Ngatin Anies and Ganjar is not polite just because he gave criticism. This is your running mate more Songong *BJ\*R* and Cak Imin and Mr. Mahfud ???? This real does not have ethics. The word/expression is more Songong BJ\*R is a rough expression and contains negative sentiment.

12. Arsène, @Arseneadler "The vice presidential candidate debate is really like the use if Ono still wins". Based on the data on the side is an expression of indicator of dislike/annoyance marked by the comments that Ono still wins.

13. FIRA 🎧 ⋆ ˚｡ 9ℓ˚, @sealedpromise "Next Election seems to be difficult to make a vice presidential candidate debate event, already dirty dirty system" Data shows a very rough word/expression and provocative statements. The expression of the word '*anjayyy'* makes the comment a negative sentiment or refers to a word that is not polite

14. Deyshilla Putri 🍥, @deyshilla, "Just FYI (no one cares too) one of my family 2014 & 2019 Prabowo supporters. And Jedarr TBTB Gibran became his running mate, hit-and-crashing the constitution, the peak of the vice presidential candidate debate, and the existence of Anies's solid urge to choose 01.

In essence, be rational. The data is a demonstration of dislike/disagreement with the same choice, on the other hand, the data shows provocative and confident statements marked by the word great select No. 1

15. Willy, @wellymerukh "Mahfud is eager to beat 1 Gimik Gemoy to have to change gimmick every event of the Cawapres presidential debate event, the results are still losing to Gemoy 🤣🤣🤣🤣". The data in addition to showing a negative sector and insinuating one of the paslon, assumed that one of the paslon had the power to win, emphasized with the word the results were still defeated by Gemoy, also accompanied by an emotic face of laughter whose meaning seemed to laugh atBlue, @soliloku, "Songong style, arrogant and deliberately want to demean Prof. Mahfud from Gibran. Ways & lowly like this are not worth displaying in the honorable vice presidential debate ". From the data, the interaction between the paslon and the audience: invites the audience.

The 2024 vice presidential debate program is a debate of the presidential election contestation into a political communication instrument to get the public to obey. The debate strategy is not limited to conveying programs, vision, and mission, ideas/ideas, but also tactics in arguing, body gestures, emotional intelligence, and various tricks of mastery of the stage. (Fitriani & Fitrianti, 2023). In the vice presidential debate, the researcher can be analyzed by the researcher that the debate participants who incidentally are the vice president added many elements of the gimmick in each scene to speak in each segment. (Fithriya, 2024). Judging from the number of nitizen comments that use words containing indications of disagreement, annoyance, angry, disrespectful, harsh words, and become a means to make fun of, denounce, and insult as many as 50 data that has been collected by the author, but the data experiencing a selection and classification process based on its type, so there are 13 data taken representing the analyzed in this study. From the data analysis, the comments do not reflect good and polite language behavior on social media. The data analyzed contain more negative sentiments, with the meaning of insinuating, insulting, making fun of, there is even data that means rough and rude in the example of the data analyzed. (Astuti & Wijana, 2020)

Gimik in the context of the presidential and vice presidential debate that has passed yesterday refers to the strategies or techniques used by candidates to attract attention, create impressive moments, or influence public opinion. This gimmick can be in the form of actions, statements, or visual elements designed to accentuate the message in the midst of fierce competition. Many gimmicks were raised by the presidential and vice presidential candidates among there are those who have a verbal gimmick with words or sentences that are heroic or pro defending the small people, the provocative statements for example the presidential and vice presidential candidates issued a controversial statement related to issues to attract the attention of the audience. Interaction with the audience that is inviting the interaction of the audience directly, for example in the gimmick of the body's discussion by Vice President Gibran when looking for answers from Prof. Mahfud. The next gimmick is through jokes or humor, namely the presidential and vice presidential candidates using humor to melt the atmosphere and make the debate feel lighter, for example, the action of dancing *gemoy* by one of the presidential candidates during the debate. In addition, there is humor through the sample words in the statement of one of the following presidential candidates' discussing the economy, we must remember, not only 'rising', but also the right 'down' way. Do not let us be like a cat that falls from a tree, always looking for ways to ride again '. In addition to the gimmicks by the debate participants, there are also many public comments as outlined in various social media. From the

data collected almost all from nitizen comments data on social media contain and show negative sentiment elements of the gimmick conducted by the presidential and vice presidential candidates in the 2024 presidential debate. Conclusions can be taken after analyzing data in the field of nitizen comments on the debate event negative, meaning that nitizen is bored and is not interested in the debate presented. (Rahmah, 2021)

## CONCLUSION

Based on the analysis that has been done, I can conclude that research on forensic linguistic studies in nitizen comments on the 2024 vice presidential debate gimmicks on Twitter/Facebook social media contains more negative sentiments. The use of social media gimmick strategies also has potential risks, such as negative perceptions or controversy that can affect the credibility and image of candidates/candidates. The use of good Indonesian in the vice presidential debate is important to maintain the dignity of the language of unity and can avoid the comments of nitizens who cannot be predicted. This needs to be done because the debate is watched by the wider Indonesian society and is an example of how to use good and correct Indonesian. In the 2024 presidential and vice presidential debates, many gimmicks were presented or raised by debate participants including provocative statements, containing symbolic actions, gimmicks for interacting with audiences, using private stories, and using humor or jokes. All gimmicks carried out by the presidential and vice presidential candidates received many responses from the people who watched, of the many comments presented on social media more negative comments/ containing negative sentiments to the debate event conducted by the presidential and vice presidential candidates in this 2024 election. So the positive conclusion can be drawn from this research is that it is borne in politics, it is not a problem, as long as the essence of politics, the campaign made, the promise expressed, the nature of the populist has so far been social people**.**

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