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## Journal of Communication

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## Multimodal Analysis of Photos in @Sandiuno Instagram Account Before and After the 2019 Presidential Election

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### ABSTRACT

*Social media helps to perform communication in different ways, on of them as a political instrument to shape public's opinion and also a media for parties to interact. This research uses multimodal/social semiotics by Kress and Van Leeuwen for visual mode. The top three pictures before and after 2019 election with most likes on instagram account @sandiuno are used as research data. This research used metafunctions from visual mode which consist of representational, interpersonal, and textual. Caption holds an important role in a post, therefore it is analysed using identification analysis. Researcher also did communication style analysis from Tubbs & Moss to understand which style is used by Sandiaga Uno in social media. The result shows that Sandiaga Uno, through instagram account @sandiuno, has the same communication style before and after the 2019 election, which is the controlling style. He also has the democratic type of leadership.*

**Keywords:** Social Media, Communication Style, Multimodal, Visual Metafunction

### ABSTRAK

Media sosial sebagai salah satu wadah untuk melakukan komunikasi dengan cara yang berbeda, salah satunya sebagai instrumen politik, bisa untuk membentuk opini publik, maupun menjadi media interaksi dalam partai maupun antar politisi dan elemennya seperti instagram. Penelitian ini menggunakan analisis multimodal / semiotika sosial dari Kress dan Van Leeuwen untuk mode visual. Tiga foto sebelum dan sesudah Pemilihan Presiden dan Wakil Presiden 2019 dengan likes terbanyak pada akun instagram @sandiuno yang menjadi data penelitian ini. Alat bedah yang digunakan yaitu metafungsi mode visual yang terdiri dari representational, interpersonal, dan textual. Caption foto menjadi pendukung yang penting dalam suatu unggahan sehingga caption foto di analisis menggunakan analisis identifikasi. Setelah itu peneliti melakukan analisis gaya komunikasi Tubbs & Moss untuk memahami gaya komunikasi apa yang digunakan oleh Sandiaga Uno di media sosial. Hasil penelitian ini menunjukkan bahwa Sandiaga Uno melalui akun instagram @sandiuno ditemukan bahwa ia memiliki gaya komunikasi yang sama ketika sebelum dan sesudah Pemilihan Presiden dan Wakil Presiden 2019 yaitu menggunakan gaya komunikasi The Controlling Style. Lalu, jika dilihat dari tipe kepemimpinan yang sesuai dengan dirinya adalah tipe kepemimpinan yang Demokratis.

**Kata Kunci:** Media Sosial, Gaya Komunikasi, Multimodal, Metafungsi Visual

## INTRODUCTION

The 2019 Presidential Election was held on April 17, 2019. On that day, Indonesia had two pairs of candidates which were Joko Widodo with Ma'ruf Amin as the first candidate, and Prabowo Subianto with Sandiaga Salahuddin Uno as the second candidate. During the election period, both pairs of candidates campaigned through social media. Both always

upload information and their campaign activities with their own character on their caption. There was even a nickname for the first candidate supporter, which is “cebong”, as well as for the second candidate supporter, which is “kampret”. Those nicknames were labelization to identify and differentiate between the two groups. Therefore, the 2019 Presidential Election phenomenon was chosen for this research.

According to General Secretary of Indonesia Internet Provider Association (APJII), Henri Kasyfi, based on data taken from March until April 14, 2019, from 264 million of Indonesian citizen, there are 171,17 million people or 64,8 percent are connected to the internet (tekno.kompas.com). Quoted from Katadata, social media active users in Indonesia increased 20 per cent in 2019, reaching 150 million of users. Indonesia is the fourth country with the most Facebook and Instagram users. The total number of Facebook users in Indonesia reached 120 million, while Instagram reached 56 million (www.suara.com).

Social media became one of the most accurate mediums to attract millennials in the 2019 Election since 40 per cent of the 90 million voters were of productive age which was the millenials (Febriani, 2020; Ravyansah, 2019). According to research uploaded on Kompas.com by NapoleonCat, a social media marketing analyst company in Poland, most Instagram users are between 18-34 years old, which is the age of the millennial generation. Sandiaga Uno as vice president (VP) candidate declared his commitment to help the millenials in providing employment (Gelora News, 2019). Therefore, researcher chose Instagram as a data source because it aligns to the goal of our subject, which is to attract millenials.

In Indonesia, many of the country’s officials and politicians are active as Instagram users. Sandiaga Uno has 6,3 million Instagram followers. His social media is considered to have influenced real-world activities.

**Table 1. Data Characters Instagram Users of Social Media**

No	Social Media User	Account Name	Followers
1.	Joko Widodo	@jokowi	23.9 M
2.	Prabowo Subianto	@prabowo	4.9 M
3.	Sri Mulyani Indrawati	@smindrawati	1.5 M
4.	Anies Baswedan	@aniesbaswedan	3.5 M
5.	Susi Pudjiastuti	@susipudjiastuti115	2.6 M

**Source : Authors, 2019**

This research focuses on communication style as a research object. Basically, in communicating, people can not be separated from their communication style. Every communicator has a different communication style and can be influenced by situation and condition. One's communication style can be seen from their language, choice of words, the way they talk, and body language. Communication style in Instagram is where Instagram users act as communicators and netizens act as communicants in the virtual world (Anisa & Rachmaniar, 2018). According to Alo (2011), in reality, people not only use one communication but more. Communication style is dynamic, which means it can be affected by psychological factors and each user's interest. Therefore, researcher chose to do a research on Sandiaga Uno's communication style on his Instagram account, @sandiuono.

This research's point of interest is Sandiaga Uno's communication style as state leader candidate for the 2019 Election through multimodal analysis based on his Instagram posts. This topic is interesting, where a post and caption on Instagram of a state leader candidate can influence the public on voters and interpret visual texts and caption. Researcher used multimodal analysis, which is a method to analyze different modes at the same time with reasons as below.

Basically, multimodal is a social semiotics which means a specific study that discusses signs generated by humans. Researcher use multimodal because pictures are included in data analyzed in this research, which are pictures on @sandiuono's posts. Multimodal is a study for reading images so it's easier, structured, and focused on researcher's analysis.

Researcher chose Sandiaga Uno as a research subject because according to pre-research results, all candidates have social media accounts. But, among those candidates, Sandiaga Uno doesn't only post his political activities. According to pre-research on Sandiaga Uno's posts from October 16, 2017 until September 27, 2019, we can say that Sandiaga Uno likes to post his lifestyle which is sport activity such as running, cycling, etc. Considering Sandiaga Uno's age which is the youngest amongst all candidates, makes him close to millenials. Just as in his Instagram he always motivates young entrepreneurs which aligns to one of his programs when he was the vice governor for Jakarta alongside Anies Baswedan which is called OKE OCE and Rumah Siap Kerja which is one of the programs proposed for the 2019 Election. Although Sandiaga Uno lost in the 2019 Election, he still runs one of his programs which is establishing Rumah Siap Kerja that aims in reducing unemployment in Indonesia, especially for millenials.

The use of the internet in political activities gets more common. After reformation, the political system in Indonesia turned into more democratic. The freedom of speech and press, spoken and written, allow us to access and use the internet easily to give aspiration, ideas,

protests, critics, and even oppression to power holders. This forms a new public sphere in the cyber world to strengthen democracy.

The existence of the internet also brings out new challenges like hate speech and hoax on the internet. According to earlier research by (Suci, 2018), even Jokowi's social media is full of hate speech as a president so the communication team and office staff always look for solutions to handle them.

Some of the solutions done to handle the hate speech, be it facts or hoax, in the cyber world have been done by some parties, such as government with their information and electronic transaction law, the public in non-governmental organization (NGO) like hoax prevention seminar, also academic in researches, paper, and journals.

There hasn't any research on Sandiaga Uno's haters and fans if we look at his Instagram account. Therefore, researcher is interested in analysing Sandiaga Uno's communication style before and after the 2019 Election, because he is one of a controversial leader in Indonesia with analysis tools to understand visual called three metafunction in reading images which include representational, interpersonal, and textual (Kress, G. & Van Leeuwen, 2006). Using this theory will result in a communication style in those three metafunction.

## **METHODS**

This research uses qualitative descriptive analysis methods. This method aims on depicting objects collected as it is without performing analysis and making conclusions that apply to general (Sugiyono, 2009). Therefore, qualitative descriptive analysis research usually discusses problems or focuses on problems as it is when the research is conducted. The result is then analysed to make conclusions of.

This research also uses multimodal analysis techniques. Multimodality is a term used to refer to how people communicate using different modes at the same time. Kress and Van Leeuwen use three components, which are representational, interpersonal and textual metafunction to study Sandiaga Uno's pictures.



## RESULTS AND DISCUSSIONS



**Figure 1. Sandiaga Uno Photo Collage**  
Source: Instagram Account @sandiuono

Pictures above are chosen from the most liked post on Instagram account @sandiuono before and after the 2019 Election. The first three were taken before and the last three were taken after the election. But, only two pictures are going to be discussed in this research, one before and one after the election. Here is the analysis using Kress and van Leeuwen's multimodal analysis.

Multimodal analysis on Sandiaga Uno's Instagram account post before the 2019 Election. This picture was uploaded by Sandiaga Uno on April 13, 2019. This post has more than 900,000 likes with more than 24,000 comments.



**Figure 2. Uploads on April 13, 2019**  
Source: Instagram Account @sandiuono

**Table 2. Multimodal Analysis Uploads on April 13, 2019**

<b>Representational Analysis</b>	
<b>Narrative</b>	There are two represented participants on the picture which are possible candidates of 2019-2024 president (Prabowo Subianto) and vice president (Sandiaga Uno). Both are hugging in suits and black <i>peci</i> behind the podium. The background consists of five Indonesian flags, dominated with black color and a little bit of blue.
<b>Reaction</b>	In this picture, Sandiaga acts as goal and Prabowo acts as actor. Sandiaga acts as goal because only his face is visible in the picture with a smile and closed eyes. Meanwhile Prabowo acts as actor because he's only a participant that triggers movement.
<b>Interpersonal Analysis</b>	
<b>Social Distance</b>	This picture was taken in a medium size with a medium long shot. A medium long shot means the viewer has a relatively close distance with the represented participant. This picture was also taken on an eye-level angle which means an equal social relationship between viewer and represented participants. Social distance formed in this picture is social because represented participants are seen waist-level which means represented participants wanted to inform the viewer.
<b>Contact</b>	In this picture, both participants don't see us as viewer or also called indirect. They don't demand us, instead they offer us as viewer to observe what Sandiaga does with Prabowo in the data.
<b>Gesture</b>	The shot angle of this picture is a frontal angle which shows an invitation to the viewer to participate with the participant. Seeing the participant's size in the picture is relatively small, participant and viewer don't have equal scope.
<b>Textual Analysis</b>	
<b>Information Value</b>	In this picture, Prabowo, on the left, is given and Sandiaga on the right is a new. Seeing a president candidate hugging his VP candidate is quite a usual sight but a VP hugging his partner behind the podium is something new.
<b>Salience</b>	In this picture, Sandiaga and Prabowo dominantly wear suits and black <i>peci</i> with the backdrop behind the flags also dominantly black. The

black color has the meaning of being in charge, power, and can also mean serious. behind Prabowo and Sandiaga also stand five Indonesian flags. the Indonesian flag also has a meaning, the red means brave and white means holy or pure. red symbolizes human's body and white symbolizes the soul. red and white but complete each other (Herdiawanto et al., 2018).

<b>Framing</b>	Elements in the picture are maximum connection because they merge into one from the choice of colors, image composition and shot angle.
<b>Identification</b>	The picture was posted with a caption saying "Indonesians must win, Indonesians must be the winning nation!". Sandiaga also showed his commitment to fight for the nation.
<b>Analysis</b>	

**Source: Authors, 2019**

Communicators with controlling style don't care about the feedback they receive unless it's important to them personally. This communication style also doesn't mind the negative comments because they try to use power and authority to obey their beliefs. This shows that in this post Sandiaga is an autocratic leader where this kind of leader tends to maintain their belief.

Multimodal analysis on Sandiaga Uno's Instagram account post after the 2019 Election. This picture was uploaded by Sandiaga Uno on April 19, 2019. This post has more than 1,1 million likes with more than 68,000 comments.



**Figure 3. Uploads on April 19, 2019**

**Source: Instagram Account @sandiuono**

**Table 3. Multimodal Analysis Uploads on April 19, 2019**

<b>Representational Analysis</b>	
<b>Narrative</b>	There are two represented participants which were a doctor wearing a stethoscope and purple shirt, and sandiaga wearing white <i>koko</i> shirt with black pattern and black <i>sarung</i> with gold pattern. Sandiaga is seen to be sitting on a blue sofa. At the back there are orange desk lamp behind a photo frame and a flower vase. Based on this, sandiaga is in a living room.
<b>Reaction</b>	The doctor's eyes are looking at Sandiaga, while sandiaga's are unclear but seems to be looking at the doctor's hand. Vector of this picture is on the eye stare moving from the doctor's eyes to sandiaga. Therefore, the doctor acts as reactor and sandiaga acts as phenomena which is someone whose activity is told.
<b>Interpersonal Analysis</b>	
<b>Social Distance</b>	This picture was taken with a medium long shot. This means that represented participants wanted to show that they are doing activities where they're shown and they are reflecting daily activities just like others. Social distance formed is social, means represented participants wanted to inform the viewer. This picture means sandiaga wanted to inform viewer that he's sick.
<b>Contact</b>	In this picture, no eye contact between both participants and viewer (indirect). Therefore, we as viewer were offered to observe what he's doing with a doctor.
<b>Gesture</b>	The shot angle of this picture is a frontal angle. showing that the participant invites the viewer to be involved in their activity. The participant size on this picture is relatively big, so the viewer and participant have equal scope.
<b>Textual Analysis</b>	
<b>Information Value</b>	This picture depicts the doctor acts as given and sandiaga acts as new. This means that a doctor checking on his patient is something usual, but sandiaga being checked up on by a doctor after the election is unusual or something new.

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<b>Salience</b>	This picture depicts sandiaga uno wearing white koko shirt with black pattern and black sarung with gold pattern. He is sitting on a light blue sofa with the background coming from the lighting of an orange desk lamp. the orange color means warmth, spirit, desire, health, adventure, and energy. While blue means safety, comfort, peace, soft, calm, and serenity. while light blue helps to ease the mind and increase concentration.
<b>Framing</b>	Elements in this picture look merging together (maximum connection), seen from the image composition, color, and shot angle.
<b>Identification Analysis</b>	The caption of the picture explains about sandiaga being sick so he couldn't do morning run and basketball. sandiaga also cheers on his followers on their weekend.

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**Source: Authors, 2019**

Therefore, seeing from these posts, Sandiaga has the controlling style of communication or one-way communication because Sandiaga only informed on his private instagram account that he is sick. He tried to tell people what he is doing without feedback. But, the invitation for the viewer to be involved in his activity, also an equal scope with the viewer, show that he is a democratic leader because of his openness.

In his picture before the 2019 election in his instagram account, sandiaga uno and prabowo subianto wear black *peci*. *Peci* is a headwear worn by men. Initially, *peci* is a religion identity for moslems since indonesia is a country with most citizens being a moslem. *Peci* is worn during prayer to cover hair that gets in the way when doing sujud. Eventually, *peci* became a national identity officialized by Soekarno. he once said in the Jong Java meeting in Surabaya, June 1921, "...we need a symbol from Indonesia's character. *Peci* that has this characteristic, which is similar to what Melayu laborers wore, originally belongs to our nation. Let's wear this with our head held high as a sign of independence," he called *peci* as "my signature... our symbol of nationalism," (Kertamukti, 2013). Soekarno combined *peci* with suit and tie as an equality symbol between Indonesia as a colonized nation and Dutch as invaders. in the end, Soekarno released Government Regulations no. 16 Year 1949 on Service Uniform and Rank Symbols for Civil Servants. the rules emphasize that balck *peci* is part of a service uniform that became a national identity disregarding religion, tribe, and race. the color black symbolizes power and strength (Mulyana, 2016). Meanwhile, the shape of *peci* that

circles around the head shows that *peci* is flexible (Najiyah, 2019). This is fitting to Sandiaga Uno's momento who was running for the election by wearing a black *peci* as a national identity.

After the 2019 Election, there is a picture of Sandiaga Uno when he was sick after campaigning with most likes. Sandiaga uno is seen wearing a black *sarung* and a *koko* shirt while being examined by a doctor. *Koko* shirt and sarong is an icon for moslems, especially men. It shows, when wearing them, one is about to do prayer or in a religious event for moslems, so it can be said that Sandiaga Uno did the examination with the doctor after doing prayer.

Sandiaga Uno does communication with the public, one of them using social media, following the evolution of the era. the social media he uses are instagram, facebook, twitter, and the recent one is youtube. Social media itself is a new media in the second media age or a new media that uses the internet. Following the characteristics of social media according to (Nasrullah, 2015) which are connection, information, archive, interaction, social simulation, content by user, and dispersion. With social media, netizens feel connected through @sandiuno instagram account when they don't know sandiaga uno personally. With social media, sandiaga uno can give information and spread it simultaneously without having to do it one-by-one and the information can be accessed anytime, anywhere by netizens. So, there are always interactions on his social media posts in forms of likes and comments.

From the content, we can say that sandiaga uno's social media is managed by an admin. contents on his instagram, facebook, and twitter are the same. Therefore, we can conclude that the communication style sandiaga uno wanted to show on his social media is also formed by his admin, not sandiaga uno himself.

## CONCLUSION

The picture and caption on a president candidate's social media instagram can affect citizens on their decision in choosing the next president. Sandiaga doesn't often reply to comments on his posts so it looks like he is only giving information to shape the public's opinion. He always explains his activities and doesn't seem to mind the negative comments left by his followers. But unconsciously, we are directed to follow his views because he has power and authority. Since Sandiaga Uno's social media is run by admin, it can be said that the communication style on @sandiuno instagram account is formed by sandiaga uno's admin, not by himself.

## SUGGESTION

This research only focuses on the meaning of pictures on @sandiuno instagram account. It is hoped that future research can expand this multimodal analysis on videos on @sandiuno instagram account, since sandiaga uno himself uploads his activities in video format. sandiaga uno even has a youtube channel called Sandiuno TV.

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