

Analysis of the Trend of Using Persuasive Language in Abbreviations of Couple Names for Political Branding in the Election of Regent and Deputy Regent Candidates in Indonesia in 2024: A Netnography Study

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Abstrak

Penelitian ini menganalisis penggunaan bahasa persuasif dalam singkatan nama pasangan calon sebagai strategi branding politik pada pemilihan bupati dan wakil bupati tahun 2024 di Indonesia. Pendekatan netnografi digunakan untuk mengkaji interaksi digital di media sosial, situs berita daring, dan platform kampanye, dengan data yang dikumpulkan dari Januari hingga November 2024. Analisis tematik dilakukan untuk mengidentifikasi pola linguistik, relevansi sosial-budaya, dan respons publik terhadap singkatan nama pasangan calon. Hasil penelitian menunjukkan bahwa elemen bahasa persuasif, seperti aliterasi, akronim, dan metafora, sering kali menciptakan singkatan yang mudah diingat dan relevan secara emosional. Konteks sosial dan budaya lokal juga memainkan peran penting, dengan pasangan calon yang mengadaptasi simbol atau istilah lokal untuk menarik simpati pemilih. Respons publik terhadap singkatan bervariasi, bergantung pada relevansi dan daya tariknya, di mana singkatan yang kreatif cenderung mendapatkan interaksi yang lebih positif di media sosial. Strategi digital yang konsisten, seperti penggunaan tagar dan konten visual interaktif, juga meningkatkan efektivitas branding politik pasangan calon. Penelitian ini memberikan wawasan baru tentang komunikasi politik di era digital, khususnya dalam pemilihan kepala daerah. Temuan ini juga menekankan pentingnya mengintegrasikan elemen linguistik, sosial, dan digital dalam membangun citra politik yang menarik. Penelitian ini juga berkontribusi pada literatur tentang bahasa persuasif dan branding politik serta memberikan panduan praktis bagi tim kampanye dalam merancang strategi komunikasi yang inovatif.

Kata Kunci: Analisis Tren; Penggunaan Bahasa Persuasif; Singkatan Nama Pasangan; Branding Politik.

Abstract

This study analyzes the use of persuasive language in candidate pair name abbreviations as a political branding strategy in the 2024 regent and deputy regent elections in Indonesia. A netnographic approach was employed to examine digital interactions on social media, online news platforms, and campaign platforms, with data collected from January to November 2024. Thematic analysis was conducted to identify linguistic patterns, socio-cultural relevance, and public responses to candidate pair name abbreviations. The results indicate that elements of persuasive language, such as alliterations, acronyms, and metaphors, often create abbreviations that are memorable and emotionally resonant. Local social and cultural contexts also play a significant role, with candidate pairs adapting symbols or terms specific to their regions to gain voter sympathy. Public responses to these abbreviations vary depending on their relevance and appeal, with creative abbreviations generally receiving more positive interactions on social media. Consistent digital strategies, such as hashtags and interactive visual content, further enhance the effectiveness of political branding for candidate pairs. This research provides new insights into political communication in the digital era, particularly in the context of regional elections. The findings underscore the importance of integrating linguistic, social, and digital elements in building a compelling political image. Additionally, the study contributes to the literature on persuasive language and political branding while offering practical guidance for campaign teams in designing innovative communication strategies.

Keyword: Trend Analysis; The Use Of Persuasive Language; Abbreviation Of The Couple's Name; Political Branding.

1. Introduction

Political communication has become one of the essential elements in modern political dynamics (Battista, 2024; Juna, 2021; Larrondo-Ureta & Meso-Ayerdi, 2022; López-García & Pavia, 2019; Marques & Miola, 2021). This is influenced by advances in information and communication technology (ICT) that have changed traditional communication methods to be more interactive and direct between political actors and the public. ICT integration has modernized political communication, creating a more democratic environment where political messages can be effectively disseminated (Ummuha et al., 2022). Social media platforms now serve as the primary conduit for political discourse, allowing for real-time engagement and direct voter feedback (Skeith, 2024). However, the rise of algorithms and automated agents such as political bots also is shaping how information is disseminated and consumed, with the potential to manipulate public opinion subtly (Candini et al., 2022). This transformation demands a closer understanding of the political impact of technology, including its influence on political narratives and voter behavior (Shchik, 2024). On the other hand, although ICT improves communication effectiveness, challenges such as the spread of misinformation and the need for a new regulatory framework to manage these dynamics remain (Tanova et al., 2018). In addition, reliance on digital communication can lead to a disconnect between political institutions and citizens, where traditional forms of engagement are often side-lined by the speed of online interactions creating a political landscape that is fragmented and does not always represent all voices equally. In the Indonesian political realm, effective communication strategies play a significant role in building an image and attracting public sympathy (Febriyanti et al., 2022; Indra & Wahid, 2021; Rifdah et al., 2024). One form of political communication that is increasingly popular is the use of persuasive language (Feinberg & Willer, 2019; Leicht, 2023). This language is often designed to build emotional closeness with the community, influence perceptions, and shape the identity of candidate pairs in various election events, including regional head elections (Frdayani et al., 2023; Firmansyah & Kurniawan, 2021). In the context of the election of regents and deputy regents, one of the prominent communication strategies is the use of abbreviations for the names of candidate pairs. These abbreviations are not just symbols or visual identities but also powerful branding tools. This phenomenon is interesting because it reflects the creativity and ability of the campaign team to create terms that are easy to remember and contain persuasive messages. In some areas, the abbreviation of the candidate's spouse's name not only reflects their name but also inserts local cultural values or strong slogans to influence voters emotionally and cognitively.

Several studies have highlighted the importance of language in political communication. For example, research by Aisyah (2022) discusses using rhetoric in political campaigns to build a positive image of candidate pairs. Other research by Toha (2024) highlights how linguistic elements, such as metaphors, can influence public emotions in political campaigns. However, a more specific study on using abbreviations for candidate pairs in the context of political branding is still limited. Other research suggests that creative language can increase campaign appeal, but does not in-depth analyze the trend of using abbreviations as a form of persuasive language. The novelty of this study lies in its focus on the trend of using persuasive language in the abbreviation of the names of candidate pairs in the 2024 regent and deputy regent elections in Indonesia. Unlike previous studies, this study not only analyzes the linguistic elements of the abbreviation but also how the social and cultural context influences its formation and effectiveness as a political branding tool. With a retrography approach, this research provides a new perspective on the digital era's interaction between language, culture, and politics. This research is essential to understand how political communication strategies are developing amid social and digital transformation in Indonesia. The results are expected to contribute to political communication literature, especially in understanding how persuasive language is used strategically in political branding. This study aims to analyze the trend of using persuasive language in the abbreviation of the name of the candidate pair as a political branding strategy in the election of regents and deputy regents in Indonesia in 2024. This study also aims to identify creative patterns in forming abbreviations and examine their influence on public perception.

2. Research Methodology

This study uses the netnography method, a qualitative approach to analyze data from digital interactions on social media, news sites, and online campaign platforms (Jeacle, 2021; Kozinets, 2020; Nascimento et al., 2022). Netnography is relevant in understanding political communication in the digital era, especially in the 2024 regent and deputy regent elections in Indonesia. In this study, primary data is in the form of social media uploads such as Facebook and Instagram, which contain abbreviations of the names of candidate pairs. Secondary data includes online news articles, campaign documents, and media reports. The data collection period runs from January to November 2024, which coincides with the campaign and election period. Data was collected by keyword search using specific keywords related to the abbreviation of the name of the candidate pair, regional name, and political branding terms. Apps like Vivo and Google Trends are used to make it easier to search and group data. The data were analyzed thematically to identify patterns of persuasive language use in candidate pair name abbreviations, including linguistic elements such as alliteration, acronyms, and emotional connotations. The analysis also includes social and cultural contexts to understand local influences on these political branding strategies. In addition, triangulation techniques were applied by comparing data from social media, news reports, and interviews with political communication experts to improve the validity of the research. This research adheres to the principles of online research ethics by maintaining the confidentiality of social media users' identities and only using public data. The results of the study are expected to provide new insights into how political branding uses persuasive language that is creative and culturally relevant. This approach enriches the political communication literature and offers practical guidance for campaign teams in developing language-based political communication strategies.

3. Results and Discussion

3.1 Results

3.1.1 Patterns of Use of Persuasive Language in Candidate Spouse Name Abbreviations

The pattern of using persuasive language in the abbreviation of the names of the candidates for Regent and Deputy Regent in the 2024 regional head election in Indonesia based on primary data from Facebook and Instagram, which contains the abbreviation of the names of the candidate pairs, can be seen in the following table 1:

Table 1. Patterns of Use of Persuasive Language in the Abbreviation of Names of Pairs of Regent and Deputy Regent Candidates in Indonesia in 2024

No.	Names of Regent and Deputy Regent Candidates	Regency Name	Abbreviation of Candidate Spouse Name
1	Dulmusrit - Alhidavat	Aceh Singkil	Duha
2	Safriadi Manik - Hamzah Sulaiman	Aceh Singkil	Sahabat
3	Mukhlis Basyah - Jazuli	Aceh Besar	Adab
4	Mawardi - Irwan Abdullah	Aceh Besar	
5	Darmansah - Sudirman	Aceh Selatan	Idaman
6	Mirwan - Baital Mukadis	Aceh Selatan	Manis
7	Bardan Sahidi - Karimansyah	Aceh Tengah	Beriman
8	Alaidin Abu Abbas - Anda Suhada	Aceh Tengah	Asa
9	Sulaiman - Abdul Hamid	Aceh Timur	Sah
10	Salman Allarisi - Yusran	Aceh Barat Daya	Saran
11	Andi Asman Sulaiman - Akmal Pasluddin Andi	Bone	Beramal

12	Hamdam - Ahmad Basit	Penajam Paser Utara	Hamba
13	Abdul Hamid Wahid - Yahya Syafi'i - As'ad	Bondowoso	Rahmad
14	Bambang Soekwanto - Gus Baqir	Bondowoso	Bagus

The data analysis above shows that the abbreviation of the names of the candidate pairs in the 2024 regent and deputy regent elections in Indonesia is designed with various persuasive elements to create emotional and cognitive appeal. The pattern of using persuasive language in the abbreviation of the names of the pairs of candidates for regent and deputy regent can be seen in words full of emotional, religious, and inspirational meanings. This abbreviation is designed to build emotional appeal and closeness with voters. The following is an explanation in the form of a table for easy understanding.

Table 2. Analysis of Patterns in the Use of Persuasive Language in Candidate Spouse Name Abbreviations

No.	Usage Patterns	Examples of Abbreviations	Explanation	Usage Patterns
1	Meaning Related to Religious/Spiritual	DUHA, BERIMAN, HAMBAA, RAHMAD	Using religious values to attract sympathy through moral and spiritual approaches.	Religious/spritual meaning
2	Hope or Goodness	IDAMAN, ASA, KEBAIKAN	Providing a positive impression that inspires people's beliefs and aspirations.	Hope or kindness
3	Familiar and Easy to Remember Words	MANIS, GUS, SAHABAT	Providing a positive impression that inspires people's beliefs and aspirations.	Familiar and memorable words
4	Cooperation or Harmony	SAH, SARAN	Describe the synergy, harmony, or collaboration of the candidate pair.	Cooperation or harmony

This abbreviation indicates a communication strategy that aims to build emotional connection, create a positive image, and strengthen the memory in people's minds.

3.1.2 The Influence of Social and Cultural Context on Political Branding

The study's findings also show that local social and cultural contexts influence the formation of abbreviations. In areas with strong local traditions, the acronym of the candidate's spouse's name often adapts local cultural terms or symbols to attract voters' sympathy. The influence of social and cultural context on political branding can be seen through the use of abbreviations for the names of the regent and deputy regent candidates that reflect local values, religion, and community expectations. Abbreviations such as DUHA (Aceh Singkil) or BERIMAN (Central Aceh) show how local culture and religious values are translated into branding that can build a positive image and attract voters who share similar values. Abbreviations such as IDAMAN (South Aceh) and KEBAIKAN (Aceh Besar) show the use of the values of kindness and hope as a political attraction by using aspirations of the local community. The following is a table explaining the influence of social and cultural context on political branding based on the abbreviation of the names of the pairs of candidates for regent and deputy regent.

Table 3. The Influence of Social and Cultural Context on Political Branding

No.	Abbreviation Name	Social and Cultural Context	Influence on Political Branding
1	Duha	Religious values (Islam)	Using religious symbols to attract the sympathy of Muslim voters.
2	Sahabat	The value of friendship and cooperation	Conveying a message of familiarity and strong solidarity in politics.
3	Adab	Ethical values and manners (local culture)	Creating an image of a candidate who is ethical and wise.
4	Kebaikan	Public expectations for positive change	Building hope and optimism for a better future.
5	Idaman	The value of people's desire for welfare	Representing the people's expectations for regional welfare and progress.
6	Manis	The value of happiness and peace	Reflects a positive and friendly impression readily accepted by the community.
7	Beriman	Religious values and beliefs	It conveys a solid religious message related to the community's spirituality.
8	Asa	Hopes and dreams of the community	Conveying optimism and opportunities for better change.
9	Sah	Social harmony and harmony	Strengthening the message of social harmony and regional stability.
10	Saran	Value of wisdom and consideration	It gives the impression of being thoughtful and invites attention to problem-solving.
11	Beramal	Charity values and social good	Creating an image of candidates who care and want to contribute to social good.
12	Hamba	The value of humility and devotion	Conveying a message of humility and community service.
13	Rahmad	The value of compassion and grace (religion)	Building an image of a candidate full of love and concern for the people.
14	Bagus	Assess quality and achievement	Creating an image of an outstanding and high-quality candidate.

Table 3 above shows how political, social, and cultural contexts influence branding by using local and religious values to attract voters and form a positive image of the candidate pair.

3.1.3 Public Response to Candidate Spouse Name Abbreviations

The analysis of public responses on social media found that the abbreviation of the candidate's spouse's name significantly affected public perception. Abbreviations easily remembered and relevant to people's needs or values get more positive interactions, such as comments, likes, and shares. On the other hand, abbreviations considered too generic or irrelevant to the local context tend to be ignored or even become the subject of criticism. To analyze the "Public Response to the Candidate Spouse Name Abbreviation," we can examine how the candidate name abbreviation creates a particular impression on the public. Some abbreviations, such as SAHABAT (Aceh Singkil) or BERIMAN (Central Aceh), tend to be positive and invite closeness, friendship, and religious. Abbreviations that convey a message of optimism and hope, such as IDAMAN (South Aceh) or KEBAIKAN (Aceh Besar), can trigger a more robust public response in building hope for the candidate. Abbreviations such as BAGUS (Bondowoso) also give the impression of good quality and are easy to remember, increasing the chances of the candidate pair being popular among the public.

Table 4. Public Response to the Abbreviation of the Candidate's Spouse's Name

No.	Abbreviation of Candidate Spouse Name	Regency Name	Public Response	Messages Sent
1	Duha	Aceh Singkil	Positive, contains elements of religion and spirituality.	Conveys an impression of religion and peace.
2	Sahabat	Aceh Singkil	The impression of friendship and familiarity invites sympathy.	Highlights close and friendly relationships.
3	Adab	Aceh Besar	Contains a message of manners and ethics.	Representing cultural values and moral education.
4	Kebaikan	Aceh Besar	Describes the hope of good change.	Creating a positive image and optimism.
5	Idaman	Aceh Selatan	Building public expectations for welfare and positive change.	It gives an ideal impression and is desired by the community.
6	Manis	Aceh Selatan	It conveys a sweet, friendly, and readily accepted impression by the community.	Creates a fun and friendly image.
7	Beriman	Aceh Tengah	Depicting high religiosity and improving religious image.	Strengthens a solid religious impression.
8	Asa	Aceh Tengah	Giving an impression of hope and optimism.	Illustrates excellent expectations for change.
9	Sah	Aceh Timur	The impression of social harmony and religiosity.	Conveying the message of peace and harmony.
10	Saran	Aceh Barat Daya	It gives a thoughtful and thoughtful impression.	Describes the candidate as mature.
11	Beramal	Bone	Highlights the message of kindness and social charity.	Improving the image of candidates who care about the community.
12	Hamba	Penajam Paser Utara	Describe humility and devotion to the community.	Convey the impression of humility and dedication to the public.
13	Rahmad	Bondowoso	Depicts compassion and generosity.	Improving a positive image through compassion and grace.
14	Bagus	Bondowoso	Impression of good quality and achievement	Menciptakan citra yang positif, berkualitas dan berprestasi.

3.1.4 Branding Strengthening Strategy through Social Media

The candidate pairs' campaign team actively utilizes social media to promote the abbreviation of the name as part of the branding strategy. This strategy includes hashtags (#), list abbreviations and interactive graphic design. The consistent use of social media with abbreviated names has been proven to increase public awareness of candidate pairs, especially among the younger generation, who are more familiar with digital platforms. The study results show that the abbreviation of the candidate's spouse's name not only serves as a simple identity but also a powerful political communication tool. Linguistic elements, cultural relevance, and digital strategy play a crucial role in the success of political branding through abbreviations. This finding emphasizes the importance of creativity in building a compelling political image in the digital era.

3.2 Discussion

This study analyzes the abbreviations of the names of the pair of candidates for regent and deputy regent in the 2024 Regional Elections, focusing on the pattern of using persuasive language and the public's response to these abbreviations. The abbreviation of this candidate pair's name not only makes it easier to mention but also has the potential to be a solid political branding tool. Based on the analysis of 14 candidate pairs from various districts, it was found that the abbreviation of the candidate couple's name is often closely related to the social and cultural context of the local community. This reflects how abbreviations can play a role in shaping public perception and supporting the attractiveness of potential leaders. Using persuasive language in the abbreviation of the candidate's partner's name tends to lead to positive and inspiring messages. For example, abbreviations such as SAHABAT (Aceh Singkil) give an impression of friendly and closeness, which is expected to create a sense of trust and sympathy among voters. Similarly, abbreviations such as KEBAIKAN (Aceh Besar) and IDAMAN (South Aceh) describe candidates with a vision to bring positive change and prosperity to society. These abbreviations use words with a positive connotation, which can affect people's emotions and inspirations. The public response to the candidate's spouse's name's abbreviation has shown a very positive trend. This can be seen in the many abbreviations that contain words of religious and moral value, such as BERIMAN (Aceh Tengah) and RAHMAD (Bondowoso). These words are carefully chosen to create a spiritual and compassionate image. Based on several studies in political branding, names that contain religious or moral values are more accessible to accept and understand by the public because they tend to associate them with the desired attitude of a leader (Aminah, 2015; Pich, 2022; Winther Nidser, 2023). In addition, the use of abbreviations also indicates the use of local identity in political branding. Many abbreviations, such as BAGUS (Bondowoso) or ASA (Central Aceh), refer to the values highly desired by the community, namely kindness and hope. This abbreviation is expected to create a positive image and be immediately accepted by the public. The use of easy-to-remember abbreviations also helps increase the attractiveness of candidates and speed up their introduction among the wider public, which is crucial in the electoral process. Social and cultural contexts play a massive role in the public response to the candidate's spouse's name abbreviation. In areas that strongly uphold religious values, such as Aceh, abbreviations that contain religious elements, such as BERIMAN and SAHABAT, received a robust positive response. This shows how cultural and social factors affect people's perception of political branding, where candidates who better reflect local values are more readily accepted. On the other hand, in areas prioritizing welfare and development aspects, such as KINDNESS or IDAMAN, this abbreviation is more accessible to those who hope for candidates who can bring positive change. The importance of political branding through the abbreviation of the name of the candidate pair can also be seen in the relationship between public perception and the image formed through language. A study by Bawono et al., 2024 and Fachia (2023) emphasizes that the language used in political branding can shape the image of candidates in the eyes of voters. Abbreviations that give a positive impression, such as SARAN (Aceh Barat Southwest) or BERAMAL (Bone), have the potential to move the public towards the election of the candidate, considering that names that are easy to remember and have a positive impression will be better known and receive attention.

4. Conclusion

The conclusion of this study shows that the abbreviation of the name of the pair of candidates for regent and deputy regent in the 2024 Regional Election has a vital role in shaping political image and branding. The abbreviations tend to contain positive messages and are closely related to each region's social and cultural context, such as religious values or welfare. The public response to the abbreviations of the candidate's spouse's name was primarily positive, with voters more likely to respond to acronyms that have a good connotation and are easy to remember. This shows that political branding strategies through language can effectively attract attention and build public trust. This study shows that using abbreviations for the names of the pair of candidates for regent and deputy regent is not only a practical tool in the campaign but also serves as a means to influence public perception through persuasive language. Abbreviations that contain positive values and are based on the social context of the community, such as BERIMAN, KINDNESS, or SAHABAT, can build the image of candidates who are close to the community and are believed to bring change. This indicates the importance of word choice in political branding strategies, which can influence voters' decisions. In addition, the positive response given by the public to these abbreviations shows that selecting the proper branding can increase the attractiveness of candidates and strengthen the relationship between candidates and voters. Local cultural factors, such as religious and moral values, also greatly influence voters' responses to messages conveyed through abbreviations. Therefore, candidates who match their branding with values valued by the local community have a greater chance of gaining support while strengthening their image in political competition.

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