Semiotics Analysis of 'Gemoy' Animations Political Communication Strategy in Efforts to Change Prabowo-Gibran's Branding

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Abstract

This research will focus on the symbolic interaction of the 'gemoy' character carried by the Prabowo-Gibran pair. This research uses a qualitative research method that uses a literature review using various data and information about the "gemoy" character found in the media, both print and digital. The data analysis used is semiotic analysis to analyze the meaning behind the 'gemoy' branding used by Prabowo-Gibran. The results of the study found that the political campaign strategy used by Prabowo-Gibran has a message, meaning that the winning team is trying to show another character from Prabowo to attract the attention of young voters. The viral animated character also indirectly disguises Prabowo's figure, which is challenging because he is a former military man. Therefore, many young voters on several social media accounts supported Prabowo-Gibran by uploading 'gemoy' animated content. This research aims to discover in more detail the implied meaning of the characters used by the Prabowo-Gibran winning team. This can be a reference for various parties in the future to use unique campaigning methods that might get many votes from the public. Prabowo-Gibran has done almost the same as Ferdinand Marcos Jr. did. Therefore, using unique campaign methods is one of the positive political strategies to attract public attention. In addition, the results of this study are so that readers can understand that various political strategies can coexist with the vision and mission of the president and vice president candidates.

Abstrak

Penelitian ini akan berfokus pada interaksi simbolik dari karakter 'gemoy' yang dibawa oleh pasangan Prabowo–Gibran. Penelitian ini menggunakan metode penelitian kualitatif yang menggunakan *literature review* dengan menggunakan berbagai data dan informasi mengenai karakter "gemoy" yang terdapat di media baik media cetak maupun media digital. Analisis data yang digunakan adalah dengan analisis semiotika untuk menganalisis makna dibalik branding 'gemoy' yang digunakan oleh Prabowo-Gibran. Hasil dari penelitian ditemukan bahwa strategi kampanye politik yang digunakan Prabowo-Gibran memiliki makna pesan bahwa tim pemenangan berupaya menunjukkan karakter lain dari Prabowo untuk menarik perhatian para pemilih muda. Karakter animasi yang viral tersebut juga secara tidak langsung menyamarkan sosok Prabowo yang selama ini dianggap keras karena seorang mantan militer. Oleh karena itu banyak pemilih muda di beberapa akun sosial media menunjukkan dukungannya kepada Prabowo–Gibran dengan mengunggah konten animasi 'gemoy'. Tujuan dari penelitian ini adalah untuk mengetahui lebih detail makna yang tersirat dari karakter yang digunakan tim pemenangan Prabowo–Gibran. Hal ini bisa menjadi rujukan bagi berbagai pihak kedepannya untuk bisa menggunakan cara unik berkampanye yang bisa jadi akan memperoleh banyak suara dari masyarakat. Hal yang sudah dilakukan Prabowo-Gibran hampir sama dengan yang dilakukan Ferdinand Marcos Jr. Oleh karena itu penggunaan cara unik untuk bisa berkampanye merupakan salah satu strategi politik yang bersifat positif untuk bisa menarik perhatian masyarakat. Selain itu hasil penelitian ini agar pembaca bisa memahami bahwa strategi politik terdapat berbagai macam cara yang bisa berdampingan dengan visi misi dari para calon presiden dan wakil presiden.

Kata Kunci: *analisis semiotika, kampanye, komunikasi politik, pemilihan presiden.*

A. Introduction

As part of democracy, the government has determined the voting day, which is a five-year periodic activity involving all Indonesian citizens. Based on the General Election Commission Decree Number 21 of 2022, which has determined that the General Election will be held on February 14, 2024. This general election is simultaneous because voting will be carried out in relation to the election of the president, members of the Regional Representative Council, and members of the Regional People's Representative Council from the national, provincial district, or city levels.

Each party competing in the 2024 elections has made various efforts to attract attention from the public, especially presidential and vice-presidential candidates. The Presidential and Vice-Presidential candidates that have been determined include Anies Rasyid Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming and Ganjar Pranowo-Mahfud MD (KPU, 2023). Since the announcement, each Presidential and Vice-Presidential candidate has shown various strategies to attract the sympathy of citizens, either through vision and mission or with unique campaign strategies.

Several coalition parties support the presidential and vice-presidential candidates. The following are the supporting parties of each candidate for President and Vice President in 2024, namely:

Table 1: Supporting Parties of President and Vice President Candidate

Number	Candidates	Supporting Parties
1.	Anies–Muhaimin	1. Partai NasDem 2. Partai Kebangkitan Bangsa (PKB) 3. Partai Keadilan Sejahtera (PKS) 4. Partai Ummat
2.	Prabowo–Gibran	1. Partai Gerakan Indonesia Raya (Gerindra) 2. Partai Golongan Karya (Golkar) 3. Partai Amanat Nasional (PAN) 4. Partai Demokrat 5. Partai Bulan Bintang (PBB) 6. Partai Gelombang Rakyat Indonesia (Gelora) 7. Partai Garda Republik Indonesia (Garuda) 8. Partai Solidaritas Indonesia (PSI) 9. serta Partai Rakyat Adil Makmur (Prima) (tidak lolos Pemilu 2024)
3.	Ganjar–Mahfud	1. Partai Demokrasi Indonesia Perjuangan (PDIP) 2. Partai Persatuan Pembangunan (PPP) 3. Partai Persatuan Indonesia (Perindo) 4. Partai Hati Nurani Rakyat (Hanura).

There are contrasting differences between the three candidates above based on the number of supporting parties. For Anies-Muhaimin and Ganjar-Mahfud, each candidate was supported by four parties, while Prabowo-Gibran was supported by nine parties. However, the large number of supporting parties at this time does not guarantee that the Prabowo-Gibran pair can win the election battle; this happens because people are currently dynamic and assess the figure of the leader from various sides. Therefore, each candidate competes through their respective political strategies to get high votes on election day.

Since the announcement of the presidential and vice-presidential candidates, the candidates have implemented unique strategies. Each winning team has begun to promote their candidate through mass media advertisements, seminars at various universities, press conferences, and advertising on social media. Of the three candidates, candidate number two did something unique: the Prabowo - Gibran pair. Since the declaration of winning the Prabowo-Gibran team, Prabowo has been dancing in front of the media crew. The dancing movement then went viral on mass media, especially social media. Many social media users have re-uploaded footage of Prabowo dancing with interesting back sounds added. Prabowo's dance moves and posture went viral and gave rise to a new character for Prabowo called 'gemoy'. In the end, the 'gemoy' character became a term from the public and impacted Prabowo's image, which was more modest than before.

Candidates Prabowo and Gibran have different backgrounds. Prabowo is the son of Indonesia's economic figurehead Soemitro Djojohadikusumo. In addition, Prabowo is also a descendant of the Commander of the Diponegoro Army, Raden Tumenggung Kartanegara III. Prabowo moved from one country to another from childhood to adolescence, following his father's duties. Then, he decided to continue military school at the Magelang National Military Academy. After finishing military school, Prabowo built a career in the Indonesian military. In his career, Prabowo occupied strategic positions due to his achievements. Eventually, several vital positions in the military were entrusted to Prabowo in both the Army and the Special Forces Command (*Kopasus*). After retiring from the Indonesian military due to several alleged cases related to the friction of interests at that time, Prabowo expanded his wings as a businessman. This is evidenced by Prabowo's ownership of several large companies at home and abroad. Then, over time, Prabowo tried his hand at Indonesian politics.

On the other hand, Gibran has a different background. The difference in background is not only due to age but also life background. Gibran was born to a furniture entrepreneur who spent his teenage years studying in different countries. Over time, Gibran's parents held important positions, from the Mayor of Solo and the governor of DKI Jakarta to the President of the Republic of Indonesia. Meanwhile, Gibran immediately pursued a career as a culinary entrepreneur and was later elected mayor of Solo in the 2020 regional elections.

The two different sides make the Prabowo - Gibran pair get close attention from the public. Apart from the far age background and different life histories, the candidate pair also has a unique style that attracts public attention. The "*gemoy*"

style of dancing continued with the animated characters displayed on Prabowo-Gibran's campaign posters. The cute animated characters then went viral and were re-uploaded by many Indonesian social media users. This indirectly facilitates Prabowo-Gibran's branding amid political competition to find votes to become the number one person in the country.

The method used by Paslon Prabowo-Gibran tends to be similar to that used by the President of the Philippines who was elected in 2022, Ferdinand Marcos Jr, the son of the famous dictator leader of the Philippines, Ferdinand Marcos. The Philippines is a country whose politics and economy are controlled by Ferdinand Marcos and his family. The dictatorial character inherent in the family also impacted his son, Ferdinand Marcos Jr., and created a government that adheres to a dictator and intersects with democracy. This makes the aspirations and opinions of citizens smothered by the authorities. Interestingly, during the election of the President of the Philippines in 2022, Ferdinand Marcos' son managed to get the highest number of votes, even though the Philippines has a dark history under the leadership of his family.

With time, politics in the Philippines has also changed. Political developments in the Philippines in recent times have shown that the country's elite families are shifting from anarchic to more democratic rivalries while trying to protect themselves and the governing institutions the families occupy from the threat of reform and other challenges in the future (Arguelles, 2022). Therefore, the family has taken many steps to attract support from the public. Especially in the run- up to the 2022 elections, the inherent dictatorial character slowly began to fade. The Bongbong Marcos winning team utilised social media to attract support from the public (Keneth et al., 2023). From the concept they created in social media content, the winning team focused on attracting more attention from young people. This was because the younger generation in the Philippines did not know what the era of Ferdinand Marcos' power was like in the past. So choosing young people is the right thing, as well as changing society's stigma through the content created that the leadership in the past was not as cruel as it was told, and there were good reasons for the state why the dictatorial system was carried out. Social media campaigns have changed the electoral landscape globally. In the 2022 Philippine elections, many online messages, stories, and political marketing tactics were used to persuade voters (Keneth et al., 2023). Therefore, the 2022 presidential election was the most active and engaging campaign on social media in the country's democratic history.

Until the era of Jokowi's second term leadership, Prabowo was trusted to be the gatekeeper of Indonesia's security, namely the Minister of Defense of the Republic of Indonesia. Qualitative content analysis seeks to explain a specific type of content in depth. The reference point in explaining the content is adjusted to the research objectives. Usually, what is analyzed is the relationship of the terms contained in the content to determine the purpose and semantic relationship of the terms contained in the content.

Indirectly, these efforts to attract public attention also increase public participation in politics and electing the president and vice president. In 2019, the Central Bureau of Statistics noted that the participation rate of people who voted for

the president was 81.97%, while the remaining 18.03% did not use their voting rights (Badan et al., 2019).

This research will focus on the symbolic interaction of the 'gemoy' character carried by the Prabowo - Gibran pair. Although it is just an animated character, in communication science, it has a meaning that can be explored from various theories. This research aims to find out in more detail the implied meaning of the character used by the Prabowo-Gibran winning team. This can be a reference for various future parties to use unique campaigning methods that might get many votes from the public. Prabowo is a military man whose career started from the bottom until he became Kostrad Commander in 1998. Because of this background, a formidable character is so inherent in him.

There are several studies about '*gemoy*'. Some of them are discussing *gemoy* as political rebranding (Ratna Puspita et al., 2024). Other studies focus on framing analysis of *gemoy* images on online news portal (Handayani, 2024). Other studies emphasize the public relations of Prabowo Subianto political relation to Gen-Z as voters through gemoy image (Gauri, 2024)Another study also discussed Gemoy Dance and its semiotic analysis through the lens of the Gen-Z political campaign discourse of 2024 (Medista & Marianata, 2024). There is a lack of research on the meaning of gemoy as a political campaign message. Therefore, the purpose of this study is to analyze the meaning behind the political campaign messages conveyed through the Prabowo-Gibran dance movement and the representation of Prabowo-Gibran figures in the "*gemoy*" animation, which is one of the candidate pair's political strategies.

B. Methods

This research uses a qualitative research method that uses a literature review. The literature review concept is used because much literature must be examined to produce a coherent literature review ("The Sage Encyclopedia of Qualitative Research Methods," 2008). The Research Methodology section describes in detail how the study was conducted. A complete description of the methods used enables the reader to evaluate the appropriateness of the research methodology. In general, here, you need to provide information regarding.

This research used various data and information about the "gemoy" character found in the media. This must be done to illustrate how much literature can be used to analyze the subject matter. In addition, using a theoretical literature review to increase understanding of a field of study, test research questions or hypotheses, and examine methodology and data literature is an essential part of the research process. The information is the primary data, then elaborated on with existing theories to answer the research objectives.

The data analysis technique used is content analysis. Content analysis is a research tool focused on the actual content and internal features of the media (Fraenkel et al., 2012). Researchers can use this technique to study human behaviour indirectly through analysis of their communication, such as textbooks, essays, newspapers, novels, magazine articles, songs, advertising images and all types of communication that can be analyzed. Content analysis is used to obtain valid and reexaminable inferences based on context. In this analysis, selecting, comparing,

combining and sorting various understandings is carried out until relevant data is found (Sari & Asmendri, 2020).

C. Results and Discussion

Political Communication

Communication in politics is an effort to form an agreement for power. Humans who are citizens of the state can be involved in a political activity either as political communicators or as political audiences (receivers). Communication plays a role as a political driver for someone, one of which is to embrace or gain support from many people. Communication activities in politics are related to existing political activities such as propaganda, negotiations, rhetoric, campaigns, forming public opinion and others that can influence the political thinking of a person or many people. Therefore, political communication is in every function of the political system. These functions include recruitment (using initial socialisation), formulating interests, combining interests between actors, formulating, implementing, and deciding or ratifying (Mukarom, 2016). Before election day, political actors, in this case, presidential and vice-presidential candidates, make various efforts and strategies in the context of political campaigns. Campaigns have space and time provided by election organisers. Therefore, during the campaign, political actors make various efforts and use communication strategies to demonstrate their eligibility to become leaders and gain as much support and sympathisers as possible from the community. These efforts can be made by creating ideas conveyed to the public using various media, either by using symbols or overtly, to achieve campaign goals.

Political communication is the initial strategy for presidential and vice-presidential candidates to gain support from the community. It is not uncommon for the winning team to make various efforts that follow the trends that occur in society to get more attention than other candidates. Currently, people are in the digital era, using social media to obtain information and exchange information with other communities. The more creative the winning team is in following the trend pattern, the more it can indirectly increase public attention to the actors they promote. The winning team conceptualises the presidential and vice-presidential candidates to appear as attractive as possible in the community. It not only strengthens the vision and mission but also the way they convey the vision and mission is formulated as well as possible. Especially for Prabowo-Gibran, the winning team developed a character formed from themselves when taking serial numbers with other presidential and vice-presidential candidates by doing a dance movement in front of many masses recorded by the media crew. Then, what they accidentally displayed was watched by the public; in turn, each of them uploaded the scene, and after that, it went viral on social media and was widely re-uploaded by the public as a social media user. Then, it attracted the attention of various groups who also discussed the scene so that it was increasingly trending. Finally, someone categorized or gave an identity to Prabowo-Gibran because they made unique gestures juxtaposed with their posture with the name 'gemoy'. Then, it further developed with the emergence of animated characters, where the meaning of gemoy was associated with funny

characters interpreted on animated posters that cartooned Prabowo-Gibran's face. The animated posters then went viral so that public attention was focused on the pair with serial number two.

Prabowo-Gibran's gestures and animated posters can be explored and analyzed further in political communication. Some messages and meanings can be analyzed using various communication theories from experts. Various communication theories can be used to analyze each theory, including one of them in terms of semiotics. Therefore, this research will focus on the meaning of the messages conveyed by Prabowo-Gibran-Gibran's political communication methods using semiotic analysis to be able to interpret in more detail through what Prabowo-Gibran has done for the gestures they displayed and the gemmy animation used on their posters displayed in various media.

Semiotics

Semiotics, or the study of signs, is an essential tradition of thought in communication theory. The first basic concept that unifies this tradition is the sign, and the second basic concept is the symbol, which usually refers to a complex sign with multiple meanings, including highly personal meanings. The semiotic tradition includes several theories about the use of signs and symbols to represent objects, ideas, states, situations, feelings, and conditions outside themselves (Hurwitz, 1993). Semiotics is divided into three parts, namely semiotics, which is the study of signs and symbols as essential elements, and pragmatics, which is the study of the relationship between signs and syntax, which discusses how signs are combined into complex sign systems (Littlejohn et al., 2017). The system of relationships among signs is the basis of communication theory. For communication to occur, there must be a shared understanding not only of individual words but also of grammar, society, and culture. The semiotic tradition has had a considerable impact on communication theory because many communication theorists are interested in how signs and sign systems are used as tools to get things done in the world.

The character of several Prabowo-Gibran political campaign posters is an animation with the name 'gemoy', which is installed in various media. In addition, there is also a dancing movement performed by Prabowo-Gibran in front of the media crew, as if it were implying something to the public. In order to explain the construction of reality, messages and meanings contained in the political strategy with animation, this research uses Charles Sanders Pierce's Semiotic Analysis tool. The analysis tool consists of three primary structures: sign, object and interpretant. In semiotics, these structures are known as trichotomous relations. This structural relation is called semiosis, the process of interpreting a sign that starts from the base called the representamen or ground, then refers to an object and ends with the interpretant process. Of the three major structures, there are derivatives of each structure.

The derivatives of the sign structure are Qualisign, Sinsign and Legisign. Qualisign is the quality of a sign. Then, Sinsign is the actual existence of a sign. In comparison, Legisign is the meaning or norm contained in the sign itself. Then the derivatives of the Object are Icon, Symbol and Index. The icon is a sign that has

similarities with the original object. Then, the index is a sign with a relationship with an object based on cause and effect. At the same time, the symbol is a sign that is related to the sign and the sign. At the same time, the derivatives of interpretation are Rheme, Decent Sign and Argument. *Rheme* is a sign that gives meaning or gives a meaning that is different from the original meaning. Then, a Decent Sign is a sign with meaning or meaning according to facts or reality. At the same time, an Argument is a sign that contains the reason for something (Pierce, 2014).

Table 2: Semiotics Analysis Figures 1

Visual	PRABOWO BERJOGET USAI PENGAMBILAN NOMOR URUT & PIDATO	
Sign	Quali sign	Prabowo and Gibran made a dance move.
	Sin sign	Prabowo, with a body gesture, did a dance movement with Gibran, who raised both hands to form a number two gesture.
	Legi sign	Prabowo-Gibran is a presidential and vice-presidential candidate pairing.
Object	Icon	Prabowo-Gibran wears matching modern light blue shirts.
	Index	Prabowo-Gibran displayed their enthusiasm to the people present on that day by greeting them while making dance moves.
	Symbol	Each is signaled with different body movements, namely through dance moves and hands raised with fingers, which show signal two.
Interpretant	Theme	Prabowo and Gibran are state officials and regional officials, respectively.
	Decent Sign	Prabowo-Gibran is a respected figure. Apart from being state officials, each is a former member of the armed forces and the son of the number one person in Indonesia.

	Argument	With different backgrounds and ages, Prabowo-Gibran shows they are prospective leaders worthy of being elected.

Table 3: Semiotics Analysis Figures 2

Visual		
Sign	Quali sign	Prabowo performs dance moves.
	Sin sign	Prabowo, with a body gesture, does dance moves by moving all the fingers on the hand.
	Legi sign	Prabowo is one of the party owners.
Object	Icon	Prabowo is wearing a light blue shirt.
	Index	Prabowo performs dance moves in front of many people.
	Symbol	Prabowo made his signature dance moves in front of many parties who joined the Prabowo - Gibran winning team.
Interpretant	Theme	Prabowo is the only party owner running for president.
	Decent Sign	Prabowo-Gibran is supported by many parties from other parties.
	Argument	Prabowo, a former military man, showed through his dance moves that he could bring himself to any environment and keep up with the times.

Table 4: Semiotics Analysis Figures 3

Visual		
Sign	Quali sign	Prabowo performed dance moves but raised his index and middle fingers together.
	Sin sign	Prabowo made the dance moves with many people behind him.
	Legi sign	Prabowo is the chairman of the Gerindra Party.
Object	Icon	Prabowo, a presidential candidate, is doing dance moves on stage.
	Index	Prabowo raises his hand to indicate two fingers while doing dance moves.
	Symbol	Prabowo is a presidential candidate with serial number two who is signaled through dance moves performed with his hand raised with two fingers standing up.
Interpretant	Theme	Prabowo is the Minister of Defense of the Republic of Indonesia.
	Decent Sign	The people standing behind Prabowo, who is making the dance moves, imply that they fully support Prabowo by wearing matching clothes and clapping cheerfully.
	Argument	Prabowo danced moves in front of many people, signaling that many parties supported his plan as a presidential candidate.

Table 5: Semiotics Analysis Figures 4

Visual		
Sign	Quali sign	There is an animated figure similar to Prabowo in the middle of many people making dance moves.
	Sin sign	The animated figure stands in the middle of many people. The actor or person around the figure is accurate, while the animated or cartoon is only one.
	Legi sign	The figure, which is very similar to Prabowo, indicates that he is Prabowo, a presidential candidate with a unique campaigning style.
Object	Icon	The cartoon is made as similar to Prabowo as possible, as seen from the posture and facial resemblance in the animation.
	Index	This animated cartoon continues what has gone viral before, namely the 'gemoy' character, interpreted in the Presidential campaign advertisement on Gerindra's website.
	Symbol	Some scenes in the ad show that the figure dances by raising two fingers, which implies that Prabowo is the presidential candidate with a serial number two.
Interpretant	Theme	The animated cartoon shows that it represents Prabowo with a 'gemoy' character.
	Decent Sign	The cartoon interprets the figure as Prabowo trying to present himself differently.
	Argument	The use of the character, in addition to continuing what has gone viral, also shows another side of Prabowo that can enter various circles of society from different aspects.

Table 6: Semiotics Analysis Figures 5

Visual		
Sign	Quali sign	Two animated figures representing Prabowo and Gibran.
	Sin sign	The two animated figures are in front of an animation of many hands holding a red and white flag.
	Legi sign	The two figures are depicted very similarly to Prabowo and Gibran, who are holding hands, which illustrates that they are the presidential and vice-presidential candidates of the Republic of Indonesia.
Object	Icon	The cartoon is made as similar to Prabowo and Gibran as possible, which can be seen from the posture and facial similarities in the animation.
	Index	This animated cartoon is a manifestation of the 'gemoy' designation that has gone viral on social media and was then used for the campaign advertisement for President and Vice President number two.
	Symbol	There are two animated figures, Prabowo and Gibran, with raised hand gestures but different finger styles. However, both finger styles still point to or interpret the number two, which indicates that they are number two.
Interpretant	Theme	The animated cartoon shows that it represents Prabowo and Gibran with 'gemoy' characters.
	Decent Sign	The cartoon interprets the figures as Prabowo and Gibran is trying to present themselves differently.
	Argument	The use of these characters, in addition to continuing what has gone viral, also shows another side of Prabowo and Gibran with different.

		Backgrounds in terms of age and background can be united in the same frame to show that they can enter the community from various circles in a joint way.

Table 7: Semiotics Analysis Figures 6

Visual		
Sign	Quali sign	There are animated figures similar to Prabowo and Gibran in the middle of a winning team that become the background or backdrop of the winning team's coordination meeting.
	Sin sign	The two animated figures are behind one of the Prabowo-Gibran winning teams, which wears the same color clothes used by the two pairs of presidential and vice-presidential candidates during the campaign.
	Legi sign	The two figures are depicted very similarly to Prabowo and Gibran, which illustrates that they are the presidential and vice-presidential candidates of the Republic of Indonesia.
Object	Icon	The cartoon is made as similar as possible to Prabowo and Gibran, which can be seen from the posture and facial resemblance in the animation.
	Index	This animated cartoon is a manifestation of the 'gemoy' designation that has gone viral on social media and continues to be the branding of the winning team in the campaign context.
	Symbol	Two animated figures of Prabowo and Gibran, with their 'gemoy' style, became the latest campaign-style to be displayed on various platforms.

Interpretant	Theme	The animated backdrop shows that it represents Prabowo and Gibran with their 'gemoy' characters.
	Decent Sign	The background can be interpreted as the figures, Prabowo and Gibran, trying to present themselves differently.
	Argument	The use of the characters for the backdrop, in addition to continuing what has gone viral, also shows another side of Prabowo and Gibran with different sides in terms of age and background and can be united in the same frame to show that they can enter the community from various circles in a joint way.

Table 8: Semiotics Analysis Figures 7

Visual		
Sign	Quali sign	There is an animated Prabowo-Gibran figure that becomes a poster or billboard in a city.
	Sin sign	The two animated figures are on a giant billboard with precise name details.
	Legi sign	The two figures are depicted very similarly to Prabowo and Gibran, which illustrates that they are the presidential and vice-presidential candidates of the Republic of Indonesia.
Object	Icon	The cartoon is made to resemble Prabowo and Gibran, and it depicts the figures of both of them so that the public can immediately recognize that they are a presidential and vice-presidential candidate pair.
	Index	The billboard featuring the animated Prabowo-Gibran cartoon has gone viral on social media.

Interpretant		Their branding continues to be on various platforms in the campaign context.
	Symbol	The two animated figures of Prabowo and Gibran, with their gemmy style, became the campaign style of the presidential and vice-presidential candidates paired differently and was accepted by the public as one of the unique things that could distinguish them from other presidential and vice-presidential candidates.
	Theme	The billboard shows that it represents Prabowo and Gibran with their 'gemoy' characters.
	Decent Sign	The billboard can be interpreted as the figures of Prabowo and Gibran trying to present themselves differently.
	Argument	The billboard above uses these characters, continuing what has gone viral, and shows another side of Prabowo and Gibran. They have different ages and backgrounds but can be united in the same frame to show that they can enter the community from various circles in a joint way.

The meaning of Prabowo-Gibran's political campaign through dance moves

Efforts in political campaigns can be done with various exciting things. Campaigns for presidential and vice-presidential candidates must indeed use multiple methods. It must be done in addition to reaching all levels of society and as a way to gain sympathy and increase the electability of the presidential and vice-presidential candidate pairs. Apart from the classic way of doing orations or conveying the vision and mission by visiting various regions or using advertising services in the mass media, both on television and advertisements, there is also a more modern way, namely social media.

The current political campaign is in a different situation and condition than the campaign in 2019. It can benefit or harm candidates with their political strategies or delivery. The rapid delivery or dissemination of information about news occurs on social media. Candidates and vice-presidential candidates can fall in electability very quickly if they do unacceptable things to most people. The message is immediately listened to by social media users. The public will respond positively if the information or things related to a presidential and vice-presidential candidate pair are exciting and sound. On the other hand, if the information is unusual or displeasing to the public, it will get a negative response. The winning team utilized Prabowo-gibran's inadvertent dancing, which later went viral, as part of their political strategy to win their candidate.

The spontaneous dancing movement by Prabowo-Gibran during the declaration of the serial numbers of the presidential and vice-presidential candidate

Pairs reflected their happy expression. The other candidates, Anies-Muhaimin and Ganjar-Mahfud, only smiled as a reflection of happiness accompanied by a hand wave. Different things shown by Prabowo-Gibran indirectly create an identity or characteristic for them. The dance movement is one of the reflections that express happiness. The happiness expressed by Prabowo-Gibran has various interpretations.

This interpretation can be seen from various sides. The first interpretation expresses happiness because it has been officially accepted as a pair of presidential and vice-presidential candidates who meet the predetermined criteria. It happened because Gibran, a vice presidential candidate, previously had pros and cons that attracted the attention of many parties to run for office. The previous rule for presidential and vice-presidential candidates was someone who was forty.

(40) years old, but there is a new rule issued by the Constitutional Court (MK) that a presidential or vice-presidential candidate is an Indonesian citizen who is 40 years old or has served as a regional head. This rule applies to someone who is still in need of forty years old but has already been a regional head. With this rule, Gibran successfully registered with Prabowo to become a presidential and vice-presidential candidate pair. The registration step as a candidate pair may have yet to formalize them as candidates for the leadership of Indonesia. It can be a form of doubt until the serial number results from the general election committee are ready. After the sequence number is released and carried out simultaneously by the election organizers, happiness is only produced as relief from the couple's doubts.

The second interpretation of their expression of happiness is waiting for the serial numbers to be announced. Waiting for the serial number is crucial for presidential and vice-presidential candidates. After they know the serial number, each candidate and the winning team can easily campaign for themselves. In addition, the declaration of serial numbers marks the start of the campaign. With the viral movement, it could be an expression that Prabowo-Gibran started their campaign happily through their dancing.

The third interpretation is an expression of happiness because of the number of parties that support it. As explained in the introduction, Prabowo-Gibran is supported by more supporting parties than other candidates. Nine parties supported the Prabowo-Gibran pair, while the other two pairs were supported by four parties each. The large number of parties supporting them could be one of the winning factors; therefore, it was expressed happily by dancing.

The happy expression of the dance caught the attention of many people. It makes them different and more unique from other candidates. During the dance, they include smiles and laughter. It flows positive energy to everyone who sees and watches to attract more attention from the public. Evidence of the high attention of

The public can be seen by the number of social media users who reposted the dance scene they did and got a positive reaction from the comments and the number of people who liked the post.

In addition, Prabowo seemed to convey that by dancing, he wanted to show another side of himself. So far, the public knows that Prabowo is a former military man who is always serious in various matters. Meanwhile, during training and state duties, the military is often interspersed with dance moves to relieve fatigue and entertain themselves with other members. The dancing habit was carried over into everyday life after no longer serving in state security. In addition, in many news sources, Prabowo revealed that dancing is a family habit. His grandfather, Margono Djojohadikoesoemo, at that time, the only entertainment available was puppets. Therefore, whenever Prabowo visited his grandfather's house, Margono always danced.

On the other hand, the dance shows that Prabowo-Gibran, with two different backgrounds, wants to undergo and face this campaign period more cheerfully and relaxed but still severe in their vision and mission. By dancing, they tell various parties that they do not care about the attacks directed at them. The attacks are from the opposing party and multiple groups who do not like the political plans they are making.

In the end, their dance moves became trending in the community. Nowadays, various trending things that have positive value can potentially increase the popularity and electability of Prabowo-Gibran. The dance moves they do that are uploaded on social media also intersect with young people who can already vote during the election in 2024. It could mean that the Prabowo - Gibran pair has a good place or position in various groups of society, especially the youth segment, often referred to as Gen Z, which has a large number.

The meaning of Prabowo-Gibran's political campaign through 'gemoy' animation representation

The dancing action performed by Prabowo-Gibran, which trended on social media, led to a new nickname for the pair of presidential and vice-presidential candidates. Much attention was focused on their dancing movements, which received a good reaction in the community. The more positive presentation of dancing and happy smiles, supported by the light blue template set by the winning team, then the term 'gemoy' was born from the community. The word 'gemoy' first appeared on social media, "TikTok," where many social media users commented on the dance movements performed by Prabowo-Gibran. The term 'memory' was initially aimed at Prabowo, who danced with such a posture that his dancing received an anxious reaction from young social media users.

The phrase 'gemoy' is a pun on the word exciting. In the Big Indonesian Dictionary (KBBI), exciting has a different definition: an expression of annoyance

That is more likely to lead to anger and an expression of fondness mixed with annoyance. However, in the context of the language of young people today, the word 'gemoy' is not defined in a negative sense of annoyance but as a positive expression of anxiety. Then, account users frequently mention the term on various social media platforms. In the end, the term 'gemoy' became a new identity and became a tool as a strategy for the winning team to gain support from the entire community consisting of various segments of society.

The continuation of the term 'gemoy' then gave birth to an adorable animation for the Prabowo - Gibran pair. The animation made the illustration of Prabowo-Gibran's face into a version of a child's face, which further attached the 'gemoy' identity to themselves. Then, the illustration of the 'gemoy' animation trended again on social media and received positive responses from the public, especially from young people. As has happened, social media owned by young people today have a high enough creative ability to be able to edit the content so that the viral 'gemoy' animation was re-uploaded by many users with more exciting content, which resulted in more attention and positive responses from people about the Prabowo - Gibran candidate pair.

The positive response attracted many people to seek detailed information about Prabowo-Gibran. Many people who only knew the two candidates and had limited information were moved to want to know more about the pair. The existence of a trending topic about the unique style brought by Prabowo-Gibran indirectly benefits the candidate. The winning team no longer struggles to brand their candidate on social media because it has been done voluntarily by social media users who support candidate number 2. This is further supported by young participation, where the millennial generation and Gen Z have their assessments regarding choosing prospective state leaders. Therefore, the 'gemoy' identity aimed at the Prabowo - Gibran pair can attract many young voters who are significant in Indonesia.

Illustrations of children's faces for the Prabowo - Gibran candidate pair that are trending on social media are then used as campaign materials by the winning team. The positive response made the illustration of Prabowo-Gibran used as poster material, balego, and billboards installed in strategic places. Unique illustrations indirectly allow the winning team to convey the other side of the candidate they are promoting, in this case, Prabowo. Through these illustrations, both Prabowo and the winning team want to show that Prabowo presents a different image from the one attached. Prabowo is known as a former general who is firm and cold. Even the issue of Prabowo's past makes people think he is very hard. The illustration shows that Prabowo has a soft, pleasant side that can enter various circles. In addition, the winning team also tried to show that the Prabowo-Gibran team conducted a peaceful and happy campaign. The thing has shown both from the dance and the 'gemoy.'

Illustration does not rule out the vision, mission, and program, which are the pair's strategies. The existence of illustrations and dances can be a good introduction for the public to know more deeply and in detail about the vision and mission of various programs.

D. Conclusion

The 2024 presidential election in Indonesia has been the most social media-heavy campaign ever. Many people supported the specific candidates, debated online in the comments of each post, and brought people together with the same choice through the content of particular couples. Therefore, social media has become a real ideological battleground between supporters and candidates during the campaign. It has become a polarising message in the campaigns during elections, both through massive supporters and issues circulating online.

Voter participation reshapes the message campaign, as everyone may have their own opinion. The viral 'gemoy' animation, accompanied by a dance performed by Prabowo-Gibran, indirectly tried to show their campaign messages that coincided with their vision and mission. A unique political strategy that utilizes supporters using social media accounts has gained much sympathy from other social media accounts. It is not uncommon for Prabowo-Gibran supporters to be young voters because they are the generation that currently uses the most social media.

In addition, giant billboards and posters installed at several strategic points also succeeded in attracting the attention of many parties. Young voters and parties from various circles were interested in the animation used. The attention gained made many parties interested in discovering more about Prabowo-Gibran's vision and mission. Indirectly, what has been done has successfully facilitated the political strategy of the Prabowo-Gibran team to gain much public support on election day.

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