

Representasi Kepemimpinan Ganjar Pronomo di Twitter (Analisis Semiotika Cuitan Netizen Ganjar Pranowo di Media Sosial Twitter Atas Pidato Puan Maharani) = Representation of Leadership Reward Pranowo on Twitter (Semiotic Analysis of Netizen Tweets Ganjar Pranowo on Twitter Social Media for Puan Maharani's Speech)

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Abstrak

Penelitian difokuskan pada cuitan para netizen pendukung Ganjar Pranowo melalui saluran media sosial Twitter atas pidato Puan Maharani, menggunakan kajian semiotika komunikasi saat pertama kali sindiran Puan Maharani kepada Ganjar Pranowo 22 Mei 2021. Penelitian mengungkap bentuk dan proses semiotika menggunakan teori semiotika Ferdinand de Saussure netizen Ganjar Pranowo di Twitter, bagaimana netizen Ganjar Pranowo yang tak terorganisir mengampanyekan Ganjar Pranowo. Penelitian ini merupakan penelitian kualitatif konstruktivisme. Sumber data penelitian berasal dari data primer yaitu amatan langsung dari akun-akun Twitter pendukung Ganjar Pranowo serta data sekunder yang diperoleh dari wawancara narasumber untuk memperkuat penelitian ini. Hasil penelitian mengungkap berupa tanda-tanda (signs), kata (words), frase (phrases), dan kalimat-kalimat (sentences) yang terkonstruksi di dalam cuitan para netizen pendukung Ganjar Pranowo menunjukkan dalam pidato Puan Maharani terdapat bentuk kampanye negatif terhadap Ganjar Pranowo menjelang pemilihan presiden (Pilpres) 2024 mendatang. Output penelitian berupa saran dan kritik atas bentuk dan proses semiotika yang ideal, baik pemilihan kata, frase, dan kalimat, dalam komunikasi publik merujuk pada pidato Puan Maharani.

.....The research focuses on the tweets of netizens who support Ganjar Pranowo via Twitter social media channels for Puan Maharani's speech, using a study of communication semiotics when Puan Maharani first satired on Ganjar Pranowo May 22, 2021. The study reveals the form and process of semiotics using Ferdinand de Saussure's theory of semiotics, Ganjar netizens Pranowo on Twitter, how unorganized netizens of Ganjar Pranowo campaigned for Ganjar Pranowo. This research is a qualitative constructivism research. The source of research data comes from primary data, namely direct observations from Twitter accounts supporting Ganjar Pranowo and secondary data obtained from interviewing sources to strengthen this research. The results of the study revealed that signs, words, phrases, and sentences constructed in the tweets of netizens supporting Ganjar Pranowo showed that in Puan Maharani's speech there was a form of negative campaign against Ganjar Pranowo. ahead of the 2024 presidential election. The research output is in the form of suggestions and criticisms on the ideal form and semiotic process, both in the choice of words, phrases, and sentences, in public communication referring to Puan Maharani's speech.