LANGUAGE AND VISUAL STYLE IN POLITICAL DISCOURSE: REFLECTIONS ON IDENTITY AND ITS IMPACT ON THE PUBLIC

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Abstrak

Studi ini mengeksplorasi bagaimana pilihan bahasa dan gaya visual dalam komunikasi politik berfungsi untuk mencerminkan identitas kandidat, mengekspresikan narasi ideologis, dan membentuk persepsi publik. Dengan menggunakan pendekatan kualitatif dengan metode etnografis, penelitian ini melibatkan observasi partisipatif, wawancara mendalam dengan tim kampanye, dan analisis materi kampanye visual dari konteks politik lokal. Berdasarkan teori gaya bahasa sosiopragmatik, studi ini meneliti bagaimana elemen verbal dan visual berinteraksi dalam kerangka sosial budaya tertentu untuk membangun pesan politik yang persuasif. Temuan menunjukkan bahwa penggunaan bahasa lokal dan simbol yang tertanam secara strategis meningkatkan keterlibatan emosional antara kandidat dan konstituen. Bahasa yang selaras dengan identitas daerah menumbuhkan kepercayaan dan keterhubungan, memperkuat keaslian citra kandidat. Aspek visual seperti pemilihan warna, desain tata letak, tipografi, dan citra simbolis memainkan peran penting dalam memperkuat posisi ideologis dan membangun persona publik yang koheren. Isyarat visual ini sering kali mengomunikasikan nilai, aspirasi, dan afiliasi dengan lebih kuat daripada bahasa verbal saja. Namun, penelitian ini juga mengungkap potensi disonansi ketika pesan verbal tidak didukung secara visual atau ketika visual bertentangan dengan retorika lisan. Ketidakkonsistenan tersebut dapat melemahkan pesan yang dimaksudkan dan menyebabkan salah tafsir atau ketidakpercayaan di antara masyarakat. Kebaruan penelitian ini terletak pada integrasi metodologi etnografi dengan stilistika sosiopragmatik untuk mengkaji komunikasi kampanye politik tingkat lokal, sebuah area yang masih kurang dieksplorasi dalam studi politik Indonesia. Wawasan ini memberikan implikasi berharga bagi akademisi, ahli strategi politik, dan praktisi komunikasi dalam merancang kampanye politik yang lebih koheren, peka terhadap konteks, dan berdampak yang beresonansi dengan khalayak sasaran.

Kata Kunci: *komunikasi politik, identitas politik, sosiopragmastilistika, wacana visual*

Abstract

This study explores how language choices and visual styles in political communication serve to reflect candidates' identities, express ideological narratives, and shape public perception. Utilizing a qualitative approach with ethnographic methods, the research involves participatory observation, in-depth interviews with campaign teams, and analysis of visual campaign materials from local political contexts. Grounded in sociopragmatic stylistics theory, the study examines how verbal and visual elements interact within specific socio-cultural frameworks to construct persuasive political messages. Findings show that the strategic use of local languages and culturally embedded symbols enhances emotional engagement between candidates and constituents. Language that aligns with regional identity fosters trust and relatability, reinforcing the authenticity of the candidate's image. Visual aspects such as color selection, layout design, typography, and symbolic imagery play a crucial role in reinforcing ideological positioning and constructing coherent public personas. These visual cues often communicate values, aspirations, and affiliations more powerfully than verbal language alone. However, the research also uncovers the potential for dissonance when verbal messages are not visually supported or when visuals contradict spoken rhetoric. Such inconsistencies can weaken the intended message and lead to misinterpretation or distrust among the public. The study's novelty lies in its integration of ethnographic methodology with sociopragmatic stylistics to examine local-level political campaign communication an area still underexplored in Indonesian political studies. These insights provide valuable implications for academics, political strategists, and communication practitioners in designing more coherent, context-sensitive, and impactful political campaigns that resonate with target audiences.

Keywords: *political communication, political identity, sociopragmastylistics, visual discourse*

1. INTRODUCTION

Political communication is a crucial element in building public image and trust in candidates, especially in the context of campaigns (Farkas & Bene, 2021; Lilleker, 2015; Stevenson, 2014)**.** In the modern era, language and visual style have become strategic tools that not only serve as mediums of information but also as means to reflect political identity, convey ideology, and influence public perception. In visual political discourse, the combination of linguistic and visual elements such as slogans, cultural symbols, colors, and graphic designs plays a central role in effectively delivering messages to the public (Bateman John, 2014; Fairclough, 2023; Kress & van Leeuwen, 2020; Sifaki & Papadopoulou, 2015). As such, political communication plays an important role in building public image and trust in candidates, especially in campaigns. In the modern era, language and visual style are used as strategic tools to reflect political identity, convey ideology and influence public perception. The combination of linguistic and visual elements such as slogans, cultural symbols, colors, and graphic design is key in conveying messages effectively to the public.

The local context of West Nusa Tenggara (NTB) offers fascinating dynamics in visual political discourse. Various candidate pairs in regional elections employ communication strategies rooted in local culture and values. For instance, the Iqbal-Dinda pair, with the slogan "Bangkit Bersama! NTB Makmur Mendunia" ("Rise Together! Prosperous NTB Goes Global"), emphasizes a vision of solidarity and global ambition (NTB Candidate Election Document, 2024). The Zul-Uhel pair highlights familiarity with the nickname "Bang Abah" and promotes unity through the slogan "Bersatu Menuju NTB Gemilang" ("United Towards a Glorious NTB"). Meanwhile, the Rohmi-Firin pair adopts a formal style, emphasizing academic titles to construct a professional and competent image. Thus, political communication plays a crucial role in building

the public image and trust of candidates, especially during campaigns. In the modern era, language and visual styles are employed as strategic tools to reflect political identity, convey ideology, and influence public perception. The combination of linguistic and visual elements, such as slogans, cultural symbols, colors, and graphic designs, serves as a key to effectively delivering messages to the public.

The selection of linguistic elements, such as local language, visual designs featuring specific colors, and religious symbols, reflects candidates' efforts to establish an emotional connection with the people of NTB, who are predominantly Muslim and uphold strong cultural values (Lyons-Padilla et al., 2015; Modood, 2016; Panjwani, 2016). However, inconsistencies between language and visual elements, such as designs that are less relevant to the verbal message, can create dissonance that negatively impacts public perception (Dahl & Fløttum, 2017; Gong & Bucy, 2016; Kress & Van Leeuwen, 2020; Rothgerber, 2020). The use of linguistic elements, cultural symbols, and visual designs by candidates in NTB aims to foster an emotional connection with the predominantly Muslim and culturally rooted community. However, inconsistencies between verbal messages and visual elements can lead to perceptual dissonance, potentially undermining the intended impact on public perception.

This study aims to analyze how language choices and visual styles in political campaign discourse reflect candidates' political identities and ideologies and their impact on public perception. Using a qualitative method with an ethnographic approach, the research explores the interaction between linguistic and visual elements within the socio-cultural context of NTB. Sociopragmatic stylistics theory is employed to examine the relationship between language, visuals, and social dynamics, offering both theoretical and practical contributions to the study of political communication (El-dali, 2021;

Jones, 2014; Wodak & Forchtner, 2018). The results of this study are expected to provide strategic insights for political practitioners, communication designers, and academics in designing effective and authentic campaigns tailored to the local context.

2. METHOD

This study adopts a qualitative approach with an ethnographic method to deeply understand how language choices and visual styles in political communication reflect candidates' political identities and ideologies while influencing public perception in West Nusa Tenggara (NTB). The ethnographic approach was chosen for its ability to capture socio-cultural dynamics holistically, particularly in the context of complex local settings (Spradley, 2016). Data were collected through participatory observation, in-depth interviews, and document analysis. Observations were conducted by attending various political campaign activities to directly observe the use of linguistic and visual elements in visual political discourse. Interviews were carried out with campaign teams to uncover the rationale behind the selection of linguistic and visual elements, as well as with the public as the audience to explore their perceptions of campaign materials (Miles, 1994). Document analysis involved reviewing banners, billboards, and digital campaign materials, which were then analyzed using the framework of sociopragmatic stylistics to link language, visuals, and socio-cultural contexts (Jones, 2014).

The data analysis process was conducted using critical discourse analysis, enabling the researcher to identify how linguistic and visual elements reflect candidates' identities and construct their ideological messages (Fairclough, 2014). Data validity was ensured through methodological triangulation by comparing the results of observations, interviews, and document analysis to ensure the accuracy and consistency of the findings (Farquhar et al., 2020). The novelty of this research lies in the integration of an ethnographic approach with sociopragmatic stylistics theory, offering a new perspective in the analysis of visual political communication, particularly within the local cultural context in Indonesia. This approach contributes to the limited literature on culturally grounded political communication studies and the exploration of social dynamics.

Flowchart of Research Procedure and Data Analysis
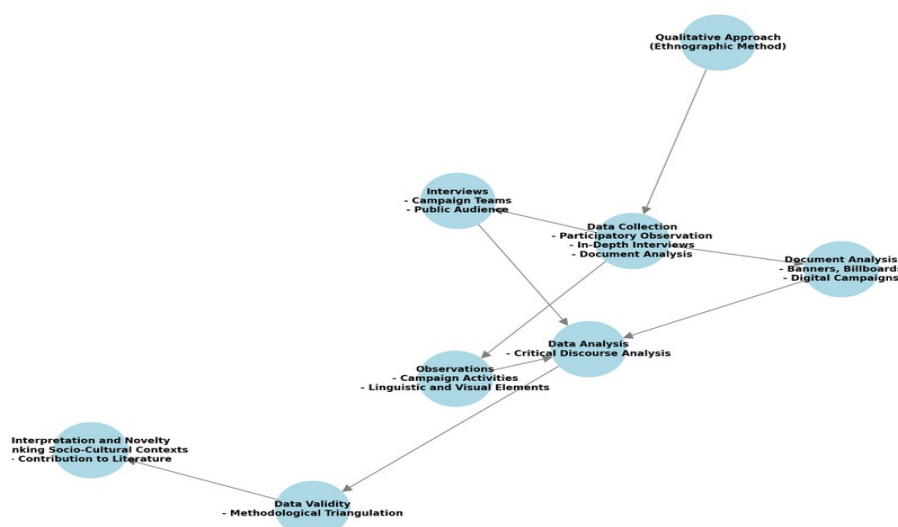
3. RESULTS AND DISCUSSION

Political Identity and Ideology

The political identity and ideology of candidate pairs in the visual political discourse reflect their strategic approaches to engaging the people of NTB with distinct values and aspirations. The Iqbal-Dinda pair, through their slogan "Rise Together! NTB Prosperous and Global," conveys a strong message about the importance of collaboration in achieving collective progress. The phrase "Rise Together" not only signals an inclusive spirit but also evokes a sense of optimism among the public to unite in facing shared challenges. Meanwhile, the phrase "NTB Prosperous and Global" indicates an ambitious vision to elevate NTB as an advanced and globally competitive region. Support from national figures like "Prabowo's Choice" reinforces the political affiliation of this pair with a national vision, strategically designed to build credibility and garner sympathy from voters who align with that figure.

On the other hand, the Zul-Uhel pair leverages the slogan "United Towards a Glorious NTB" to highlight the values of unity and optimism. The use of the word "United" reflects their commitment to social stability, while the word "Glorious" portrays a hopeful vision for a brighter future for NTB. Their local branding, through the nickname "Bang Abah" for Zulkieflimansyah, creates a sense of closeness with the community. This nickname emphasizes that the pair is approachable, grounded, and understands the needs of the people. Although they do not explicitly associate themselves with national figures or parties, this strategy demonstrates a more personal approach aimed at strengthening emotional connections with voters, particularly at the grassroots level.

The Rohmi-Firin pair, with their slogan "Progressing with Competitiveness," presents a vision oriented toward developing a competitive region. The term "Progressing" reflects a progressive outlook on development, while "Competitiveness" emphasizes the importance of enhancing community capacity and the local economy's competitiveness at both national and international levels. This pair employs a formal and professional approach, evident in the use of full names with academic titles, such as "Dr. Hj. Sitti Rohmi Djalilah" and "Dr. H. W. Musyafirin." This strategy is designed to project an image of highly educated, competent leaders who emphasize a knowledge-based approach to governance. The absence of direct affiliation with national figures highlights their effort to project an independent image, focusing on local solutions for NTB's challenges.

Overall, the three candidate pairs adopt different approaches to building their political identities. Iqbal-Dinda combines a global vision with national affiliation to strengthen their position as inclusive and visionary leaders. Zul-Uhel emphasizes a local and unifying approach, creating a close emotional connection with the community. Meanwhile, Rohmi-Firin employs a professional approach that highlights competence and competitiveness as their primary strengths. These differences reflect their strategies to tailor messages and images to align with the expectations and needs of voters in NTB.

Choice of Language and Visual Style

The choice of language in visual political discourse serves as a strategic element that reflects the political identity and ideology of candidate pairs while building an emotional connection with voters. The Iqbal-Dinda pair employs the slogan "Rise Together! NTB Prosperous and Global" to convey messages of collaboration and a global vision. The phrase "Rise Together!" emphasizes inclusivity and a spirit of collective awakening with the people, while "NTB Prosperous and Global" reflects a grand ambition to bring NTB onto the international stage. The formal and inspiring

language style underscores the seriousness of this pair in offering visionary leadership.

In contrast, the Zul-Uhel pair opts for the slogan "United Towards a Glorious NTB," which emphasizes messages of unity and optimism. The choice of the word "United" invites the public to actively participate in realizing a shared vision, while "Glorious" portrays a future for NTB filled with success and achievement. With a simple and familiar language style, this pair delivers a message that is easily understood and resonates closely with the general public.

Meanwhile, the Rohmi-Firin pair uses the slogan "Progressing with Competitiveness" to emphasize a progressive and competitive vision. The word "Progressing" reflects a commitment to positive change, while "Competitiveness" highlights a focus on developing individual and regional quality to compete nationally and internationally. The concise and formal language structure demonstrates the pair's professional and solution-oriented approach, appealing to voters who value competence-based leadership. Overall, these language choices illustrate the distinct communication strategies of the candidates in reaching voters, ranging from inspirational to familiar and professional approaches, tailored to the segmentation of NTB's society.

In terms of color choices, the Iqbal-Dinda pair uses a combination of blue and white, which conveys a sense of calm, professionalism, and trust. Blue, often associated with stability and tranquility, is paired with white, symbolizing purity and transparency, sending a message that this pair offers reliable, clean, and solution-oriented leadership. These colors also underscore their vision of bringing NTB to the global stage with a careful and professional approach. Meanwhile, the Zul-Uhel pair opts for orange as their primary color, evoking warmth, enthusiasm, and dynamism. Orange is often associated with energy and optimism, capturing the attention of voters who seek change through a closer, grassroots-oriented approach. On the other hand,

the Rohmi-Firin pair also utilizes blue, reflecting stability and trust, but with a more formal tone. This color reinforces their image as serious and reliable leaders, emphasizing their commitment to regional progress through a stable and measured approach.

Design and typography serve as complementary elements that reinforce each pair's visual messaging. The Iqbal-Dinda pair adopts a clean and simple design, reflecting modern professionalism. This presentation aims to appeal to voters who value seriousness and innovation in leadership. Through a minimalist approach, the pair conveys a focus on substance and results rather than mere image-building.

In contrast, the Zul-Uhel pair features large, simple fonts against a striking orange background. This design is crafted to deliver a clear and direct message to the public, particularly for voters who may only glance briefly at campaign materials like billboards or banners. The straightforward yet attention-grabbing design also reflects their inclusive and non-bureaucratic communication style. On the other hand, the Rohmi-Firin pair adopts elegant and formal typography, emphasizing sophistication and integrity. The inclusion of full names and academic titles in their visual materials underscores their desire to be recognized as highly educated and competent leaders. This approach also conveys that they offer leadership grounded in knowledge and academic experience, appealing to voters who prioritize professionalism and expertise.

Furthermore, these visual elements are not merely aesthetic but also functional. Colors, design, and typography are utilized to strengthen the differentiation of each candidate pair, helping them stand out among competitors. Iqbal-Dinda employs visual elements to highlight professionalism and a global vision. Zul-Uhel leverages warmth and energy in their design to create a sense of closeness with the community. Rohmi-Firin adopts a formal approach to

emphasize competence and stability. All these strategies are crafted to leave a strong impression on voters, effectively shaping their perceptions of the candidates.

The overall visual approach reflects that design elements and visual language are not merely tools of communication but also strategies to build a political image aligned with the aspirations of NTB's people. Each candidate pair utilizes their visual style as a reflection of their political identity, ensuring that their message not only reaches the public but also resonates deeply with them.

Strategy for Closeness to Voters

The Strategy of Proximity to Voters becomes an essential aspect of political campaigns, especially in regions with strong cultural and religious values like NTB. Each candidate pair leverages religious and local approaches to establish a deep emotional connection with the community, crafting an image that resonates with the characteristics and values of the voters.

In terms of religious approaches, the Iqbal-Dinda pair combines traditional attire with religious elements to emphasize their connection with the predominantly Muslim community in NTB. This fusion of traditional and religious nuances not only reflects respect for local culture but also reinforces their image as leaders who value the traditions and spirituality of the people. This strategy is particularly relevant as Islam in NTB is not just an identity but a way of life. The Zul-Uhel pair adopts a simpler yet effective approach by incorporating Islamic attire such as the peci and modest clothing. These elements highlight religious simplicity that mirrors the daily lives of NTB's people. This approach signals their intention to be seen as leaders who are close to and relatable to the community. Meanwhile, the Rohmi-Firin pair strengthens religious values through the use of a hijab by Dr. Hj. Sitti Rohmi Djalilah and a peci by Dr. H. W.

Musyafirin, representing their Islamic identity. This appearance is designed to appeal to voters who consider religious values an important factor in choosing leaders, while also demonstrating their alignment with the majority of NTB's community.

In their local approach, the Iqbal-Dinda pair emphasizes themes of collaboration and togetherness, conveyed through their slogan and communication style. This approach projects them as leaders who not only lead but also work alongside the people to achieve shared goals. This message underscores the spirit of collectivism, a characteristic of NTB's society, which is deeply rooted in the value of mutual cooperation (mutual cooperation). The Zul-Uhel pair adopts a more informal approach by using the nickname "Bang-Abah," which fosters a sense of familiarity and personal closeness. This nickname portrays them as accessible leaders who understand the needs of the people and embrace local wisdom and values. In contrast, the Rohmi-Firin pair takes a more formal approach, highlighting education and competence through the use of full names and academic titles. This strategy builds an image of them as serious, educated, and competent leaders, appealing to voters who desire a figure capable of steering NTB toward planned, knowledge-based development.

The religious and local approaches adopted by the three candidate pairs highlight their efforts to reflect the aspirations of NTB's society in distinct ways. Iqbal-Dinda emphasizes harmony between tradition and religion to create an image of inclusive and visionary leadership. Zul-Uhel opts for a more personal and warm approach, strengthening emotional connections with grassroots voters. Meanwhile, Rohmi-Firin leverages formality, education, and religious values to appeal to voter segments that value competence and professionalism. Through these diverse strategies, each pair aims to craft an image as leaders relevant to the needs, values, and hopes of NTB's people, ensuring their message

resonates with various voter segments through appropriately tailored approaches.

Vision and Aspirations for NTB

The Vision and Aspirations for NTB presented by each candidate pair reflect their perspectives on the region's developmental direction, tailored to the community's needs and local potential. This strategy is designed to address NTB's key challenges while fostering an emotional connection with voters through promises that are both relevant and inspiring.

In terms of regional advancement, the Iqbal-Dinda pair champions a vision of globalization reflected in their slogan "NTB Global." This phrase signifies an ambitious goal to elevate NTB to international recognition, focusing on developing local potential with global competitiveness. This message resonates with voters who aspire for NTB to be more than just a regional player but an active participant in the global community. The Zul-Uhel pair places greater emphasis on unity as the cornerstone of regional progress. Their slogan, "United Towards a Glorious NTB," underscores the importance of solidarity and community cooperation to achieve a brighter future. This approach invites all societal elements to contribute toward realizing a shared vision. Meanwhile, the Rohmi-Firin pair highlights national and international competitiveness as the core of their vision. With the slogan "Progressing with Competitiveness," they demonstrate a focus on improving the quality of the people and the local economy to compete at higher levels, both domestically and globally.

In their development focus, the Iqbal-Dinda pair prioritizes sustainable development and improving residents' quality of life. This approach reflects a strategy grounded in balancing resource management with community welfare enhancement. It aligns with NTB's context, which boasts significant potential in tourism, agriculture, and marine sectors but

requires environmentally friendly and long-term strategies. The Zul-Uhel pair, on the other hand, emphasizes unity in building NTB. This focus is evident in their call for collective collaboration to improve and uplift community life. This approach creates an inclusive impression, presenting development as a shared responsibility between the government and the people. The Rohmi-Firin pair focuses more on enhancing the quality of the community and an economy based on competitiveness. This strategy is designed to strengthen human resource capacity and build a competitive economy, particularly in key sectors like education, technology, and the creative industry.

The three candidate pairs present different yet complementary approaches to addressing the challenges and opportunities faced by NTB. Iqbal-Dinda offers a global vision focused on sustainability, Zul-Uhel prioritizes community solidarity for collective progress, while Rohmi-Firin highlights competitiveness as a strategy to elevate NTB to the national and international levels. With these diverse visions and aspirations, each pair strives to win voter sympathy through development promises that resonate with the needs and expectations of NTB's people.

Branding dan Komunikasi

Branding and communication are important elements in political campaign strategies, functioning to build the identity of candidate pairs while conveying relevant messages to the audience. Each pair of candidates adopted a different approach to strengthen their image in the eyes of the NTB community through the use of names, titles, slogans and digital communication elements.

In the aspect of name and title usage, the Iqbal-Dinda pair consistently emphasizes their partnership name in every campaign medium. This strategy aims to strengthen their visual identity and make it easier for the public to recognize them as a unified team. This approach

is relevant for creating a solid and memorable image. In contrast, the Zul-Uhel pair adopts informal branding, such as the nickname "Bang-Abah" for Zulkieflimansyah. This nickname fosters a sense of familiarity and personal connection with the community, highlighting them as approachable and down-to-earth leaders. On the other hand, the Rohmi-Firin pair prioritizes the use of their full names along with academic titles, such as Dr. Hj. Sitti Rohmi Djalilah and Dr. H. W. Musyafirin. This strategy aims to highlight competence and professionalism, projecting an image of educated and experienced leaders, appealing to voters who value formality and expertise.

In terms of slogans and hashtags, the Iqbal-Dinda pair uses an inspirational slogan oriented toward their grand vision, such as "Rise Together! A Prosperous NTB on the Global Stage." This slogan is designed to ignite the spirit and optimism of the public while reinforcing their image as inclusive and visionary leaders. Meanwhile, the Zul-Uhel pair adopts the hashtag #CloseToThePeople as part of their digital communication strategy. This hashtag reflects their close relationship with the community and leverages digital platforms to reach young voters and social media users. On the other hand, the Rohmi-Firin pair maintains a formal approach in their communication, avoiding informal elements like hashtags. This focus demonstrates their commitment to professionalism and seriousness in promoting their development vision, appealing to more traditional or educated voter segments.

The three candidate pairs demonstrate diverse yet effective branding and communication approaches to reach different voter segments. Iqbal-Dinda rely on the strength of their name and slogan to create a strong and memorable identity. Zul-Uhel leverage an informal and digital approach to foster closeness with the community. Rohmi-Firin adopt a formal strategy that highlights competence and integrity. These strategies illustrate how branding and

communication play a strategic role in shaping political images aligned with the values and aspirations of the people of NTB.

This research reveals that language choices and visual styles in political communication play a crucial role in reflecting candidates' political identities, conveying their ideologies, and shaping public perceptions, particularly in West Nusa Tenggara (NTB). In terms of political identity and ideology, candidate pairs employ diverse approaches. For instance, Iqbal-Dinda, through the slogan "Rise Together! NTB Prosperous and Global", conveys the importance of collaboration and global ambition, supported by national figures such as "Prabowo's Choice". This strategy is designed to build their credibility as leaders with a global vision and strong national affiliations (Bryson, 2018; Charmaz, 2014; Osland, 2017; Paxton et al., 2020).

Meanwhile, Zul-Uhel emphasizes a personal approach through branding (Brems et al., 2017; Kucharska & Mikołajczak, 2018) "Bang Abah" and the slogan "United Towards a Glorious NTB", which underline messages of unity and closeness to the people, reflect an inclusive and grassroots-oriented approach (Gepp & Kumar, 2015; Oswick & Noon, 2014; Rau et al., 2018). Rohmi-Firin, on the other hand, with the slogan "Progress with Competitiveness", prioritizes competence and competitiveness. They create an image of professional leadership by emphasizing their full names and academic titles, reflecting a focus on a knowledge-based approach (Erwin, 2023; Maryani & Erwin, 2018; Shah et al., 2015; Van der Hel & Biermann, 2017).

Language choices and visual elements strengthen campaign messages through a contextual approach (Lagazio & Querci, 2018; Ross & Rivers, 2017; Wessells, 2015). Iqbal-Dinda uses blue and white colors, which convey a sense of professionalism and stability. This combination reflects the trust and calmness they aim to communicate to voters (Mohammad et al., 2015; Singh & Roy, 2014). Zul-Uhel, with bright

orange colors and a simple design, emphasizes energy and warmth, fostering an emotional connection with the community, especially at the grassroots level (Han & Li, 2023). Rohmi-Firin opts for blue with an elegant design and formal typography, conveying a professional and serious impression, which is relevant for appealing to voters who value competence and formality (Allal-Chérif et al., 2021; Carpenter et al., 2017). These visual strategies are not only aesthetic but also functional in building a political image that aligns with the aspirations of the community (Clarke, 2021; Yeoh, 2020; Zou, 2019).

The approach of connecting with voters is also evident in the use of local and religious elements. Iqbal-Dinda incorporates traditional attire and religious themes to reflect harmony between tradition and faith, creating an emotional connection with the predominantly Muslim community in NTB (Miner et al., 2014; Otterbeck, 2016). Zul-Uhel showcases religious simplicity through the use of traditional caps (*peci*) and Islamic attire, emphasizing modesty that reflects the everyday lives of the people (Hatherell, 2014). Rohmi-Firin, on the other hand, adopts the use of hijabs and academic formality, reinforcing their image as religious leaders who are competent and possess integrity (Setyosari & Kamdi, 2021; Ta'a et al., 2014). This approach aligns with the cultural and religious values of the NTB community, which places religion as the primary guide in daily life (King, 2019; Luckmann et al., 2022).

The differing branding and communication strategies create specific voter segmentation. Iqbal-Dinda appeals to progressive voters with a global vision. Zul-Uhel resonates more with communities seeking warmth and personal connection, while Rohmi-Firin is more relevant to those who value competence and competitiveness. However, this study also found instances of mismatch between verbal and visual elements, such as designs that do not align with verbal messages. This can create dissonance and

reduce the effectiveness of the campaign (Espinosa & Stoop, 2021; Israel et al., 2017; Rothgerber, 2020). By employing an ethnographic approach and the theory of sociopragmatic stylistics, this research makes a significant contribution to understanding how linguistic and visual elements can be aligned with local contexts to create effective and authentic political campaigns (Aslan, 2024; Fatma et al., 2019; Waugh et al., 2016). These findings provide strategic insights for academics, political practitioners, and communication designers in crafting culturally grounded and contextually relevant strategies.

Political Campaign Strategies and Communication in NTB

- **Political Identity and Ideology**
  - **Iqbal-Dinda**
    - Slogan: "Rise Together! NTB Prosperous and Global"
    - Inclusive, global vision
    - National affiliation: "Prabowo's Choice"
  - **Zul-Uhel**
    - Slogan: "United Towards a Glorious NTB"
    - Unity and optimism
    - Local branding: "Bang Abah"
  - **Rohmi-Firin**
    - Slogan: "Progressing with Competitiveness"
    - Competence and local solutions
    - Formal image with academic titles
- **Choice of Language and Visual Style**
  - **Language**
    - Iqbal-Dinda: Formal, inspiring, global vision
    - Zul-Uhel: Simple, familiar, unity-focused
    - Rohmi-Firin: Concise, formal, competence-driven
  - **Visual Style**
    - Iqbal-Dinda: Blue and white (calm, professional)
    - Zul-Uhel: Orange (warmth, enthusiasm)
    - Rohmi-Firin: Blue (formal, stable)
- **Strategy for Closeness to Voters**
  - **Religious Approaches**
    - Iqbal-Dinda: Traditional and religious fusion
    - Zul-Uhel: Modest, Islamic simplicity
    - Rohmi-Firin: Islamic identity through hijab and peci
  - **Local Approaches**
    - Iqbal-Dinda: Collaboration and collectivism
    - Zul-Uhel: Informal nickname "Bang-Abah"
    - Rohmi-Firin: Formality and competence
- **Vision and Aspirations for NTB**
  - Iqbal-Dinda: Globalization, sustainability, balanced development
  - Zul-Uhel: Unity and collaboration
  - Rohmi-Firin: Competitiveness, human resource focus
- **Branding and Communication**
  - **Name and Titles**
    - Iqbal-Dinda: Unified partnership branding
    - Zul-Uhel: Informal nickname "Bang-Abah"
    - Rohmi-Firin: Full names and academic titles
  - **Slogans and Hashtags**
    - Iqbal-Dinda: Inspirational slogan
    - Zul-Uhel: Digital engagement with #CloseToThePeople
    - Rohmi-Firin: Formal approach without hashtags

4. CONCLUSION

This study demonstrates that language choices and visual styles in political communication play a significant role in shaping candidates' identities, conveying ideologies, and influencing public perceptions, particularly in West Nusa Tenggara (NTB). The use of local language, cultural symbols, and visual elements such as colors and design has proven effective in creating emotional connections with the community. However, mismatches between verbal and visual elements can reduce the effectiveness of campaign messages. Each candidate pair employs different approaches to reflect their visions and aspirations. The Iqbal-Dinda pair emphasizes an inclusive global vision through professional slogans and designs, while Zul-Uhel focuses on personal closeness and unity with a warm, informal approach. In contrast, the Rohmi-Firin pair highlights competence and competitiveness through a formal, professionalism-oriented strategy. Religious and local approaches are also key strategies to connect with NTB's predominantly Muslim population that holds cultural values in high regard. Additionally, branding and digital communication are strategically utilized to reach diverse voter segments. This research provides strategic insights for academics, political practitioners, and communication designers in crafting effective and authentic campaigns. By integrating ethnographic approaches and sociopragmatic stylistic theory, this study contributes new perspectives to the field of culturally grounded political communication studies in Indonesia.

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