

Semiotics Analysis: Video of President Jokowi and Joni Climbing the Belu Flagpole, East Nusa Tenggara

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Abstract. This research is related to semiotic analysis on video shows when President Joko Widodo gives appreciation to a student named Joni. This study uses a qualitative approach by examining the meaning behind the video according to the formulation of Roland Barthes and identifying the parts of the story in the video that have been selected according to the research objectives. The results show that behind the video there is a social message when President Jokowi gives appreciation, attention and feelings of anxiety to Joni who climbs the flagpole.

Keywords: Semiotics Analysis; President Jokowi; Children

1 Introduction

Ir Joko Widodo, who is more popular with the nickname Jokowi, is one of the 7 presidents of the Republic of Indonesia who is unique and has an interest in Indonesian children. This can be shown in his visits recorded on youtube videos to every region, Jokowi always takes the time to meet Indonesian children to have dialogue, make jokes, and test the dexterity and knowledge of Indonesian children. During this visit, the President is always happy to distribute the bicycle that every Indonesian child dreams of, so that such a meeting creates humor, uniqueness and surprise so that it becomes a spectacle for the people of Indonesia.

On July 23, 2020, through his official Instagram account, Jokowi expressed his happiness at being able to greet Indonesian children. This is what gives the spirit to keep working even if only virtually. Jokowi is one of the 7 Presidents of Indonesia who likes to make jokes with Indonesian children the most. Many events on Youtube Jokowi appear funny with Indonesian children. Knowing that Indonesian children have potential for the future, the number of Indonesian children aged 16 years and under is large, and Indonesian children are healthy, unique, and meet a president who likes to be funny too. Indonesian children referred to here are SMP – SD. The characteristics of elementary school-aged children here are still happy to learn while playing. This is an atmosphere that elementary school age children always want. The second is, at the junior high school level, children at this age range on average between the ages of 12-15 years where they are undergoing a transitional period to adulthood. Children at this age generally do not want to be treated like small children, even though their way of thinking is still developing.

A video with the title *Joni Asks for a Bike & a House to Jokowi*; Joni's story to President Jokowi before climbing the Bender Belu Pole, East Nusa Tenggara. CNN Indonesia / 8.09 million Subscribers / 5,933 Comments, is one of the videos that attracts attention. The President gave a reward to Joni who managed to raise the flag because he was stuck. Joni's action is considered a heroic action so that he gets a reward for meeting President Jokowi and some of Joni's wishes are tried to be granted by the President.

Reward is one of the strategies used in the development of learning in creating a pleasant atmosphere through the approach of love, attention, and affection. Reward or reward is one of the strategic steps that is emphasized (Mulyasana, 2011). Meanwhile, according to (Rusdinal et al., 2005) prizes or rewards are various forms of appreciation or appreciation for an achievement. From the explanation above, the researcher concludes that there is a social message behind President Jokowi's video when he meets Joni.

2 Methodology

This study uses a qualitative approach. According to Bogdan and Taylor 1975 in (Moleong, 2012) stated that qualitative research methods are research procedures that produce descriptive data in the form of written words from people and observable behavior. Thus, qualitative research is an interpretive research using various interpretations involving many methods. In addition, qualitative research is empirical, in which observations of the data are based on the expression of the research subject, as desired and interpreted by the research subject (Mulyana, 2013).

3. Result and Discussion

3.1 Semiotics

Semiotics is the science of signs. The study of signs and everything related to them, how they function, their relationship to other signs, their transmission and reception by those who use them. According to Preminger in (Kriyanto, 2006) this science assumes that social phenomena or society and culture are signs. Semiotics studies the systems, rules, conventions that allow these signs to have meaning.

There are three areas of study in semiotics: first, communication semiotics which focuses on signs as part of the communication process. That is, here the sign is only considered a sign as intended by the sender and as received by the recipient. In other words, communication semiotics pays attention to the denotation of a sign. Followers of this stream are Buysens, Prieto, and Mounin.

Second, connotative semiotics, which studies the connotative meaning of signs. In human relationships, it often happens that the sign given by someone is understood differently by the recipient. Connotative semiotics is highly developed in the study of literary works. The main character who pursues the second meaning behind a certain form is Roland Barthes.

Third, expansive semiotics with the most famous character being Julia Kristeva. In this type of semiotics, the notion of sign loses its central place because it is replaced by the notion

of meaning production. The goal of expansive semiotics is to pursue total science and dream to replace philosophy.

According to (Alex, 2006) In addition to the explanation above, currently there are at least nine kinds of semiotics which are generally well known: Analytical semiotics is semiotics that analyzes sign systems. Peirce states that semiotics is an objectified sign and analyzes it into ideas, objects, and meanings. The idea can be said as a symbol, while the meaning is the burden contained in the symbol that refers to a particular object. Descriptive semiotics, Faunal semiotics (zoosemiotic), Cultural semiotics, Narrative semiotics, Natural semiotics, Normative semiotics, Social semiotics, Structural semiotics.

One of the figures in semiotics is Roland Barthes. He is the successor of Saussure's thinking. Apart from Pierce and Saussure, there are other figures who have contributed to the development of semiotic analysis, one of them is Roland Barthes. Barthes' thinking about semiotics was influenced by Saussure. If Saussure introduced the terms signifier and signified related to symbols or text in a message package, Barthes used the terms denotation and connotation to designate levels of meaning.

President Jokowi is a public figure who is much liked by the public from young to old, especially his presence who entertains children from rural areas to cities gives positive energy. Although not separated from the pros and cons. It is undeniable that debates between political figures have also been in the spotlight in the media and the public because whoever the leader is, of course, various comments will stick out. President Jokowi's creativity in encouraging Indonesian children to always study hard and become a good generation using a gift-sharing approach. Researchers see that this creates a sense of pride in the children so that they continue to try to do better things, ready to achieve victory for the benefit of themselves, the nation and the country.

You can see the humorous side of President Jokowi when he talks with children, not the least of which invites laughter from the audience. The most important thing is how the social message can be found by researchers. These messages emerge through the behavior of the impressions that are witnessed. When we speak, we are actually behaving. Likewise, when we are waving, smiling, frowning, nodding our heads, or giving a signal, we are behaving. These behaviors are messages, which messages are used to communicate something to other people. Of course this analysis is subjective. The researcher stands with the understanding and thoughts of the subject under study. Of course the researcher must include the sociocultural context, theories, concepts and data to explain his analysis and interpretation. The following is a matrix and an explanation of the research results:

The title of the video that the researcher took is an elementary school boy named Joni. Joni comes from East Nusa Tenggara which is a province in Southeast Indonesia, an archipelago province with approximately 566 islands. There are four large islands, namely Flores, Sumba, Timor, and Alor which is abbreviated from "FLAMBORA" the rest are small islands, some of which are not yet inhabited by residents.

3.2. Representation of President Jokowi to Children

The majority of the population in this province choose to cultivate crops as their daily livelihood. Families in NTT who depend on the agricultural sector for their livelihoods basically lose around 25-40% a year if they experience crop failure. This forces them to do negative things in order to survive such as reducing food intake, reducing their attention to health, and worst of all selling their family assets such as livestock, land, and jewelry. In addition, drought has a direct impact on access to clean water needed for household purposes. During the prolonged dry season in NTT, water sources in the villages experienced drought.

Departing from that situation so that he thinks that this area is right if the government pays attention to it, Joni as a researcher who has succeeded in becoming a researcher will have a bright future for his heroic actions.



Figure 1. President meets Joni

In the first minute, President Jokowi called Joni a guest. After that called Joni several times. The display on the screen shows that there is no hierarchy between the President and his people. Jokowi called Joni like a friend and the audience greeted him with applause. When Joni and the President stood side by side, President Jokowi expressed his appreciation for Joni's courage to climb the flagpole with a height of 20 meters. Joni was seen smiling happily at the President's praise.

In the world of sports, climbing has positive values, including character building, strengthening personality, cultivating the spirit of sportsmanship, fighting power that does not know giving up. In the sport of climbing has a very high risk and requires a lot of equipment for the safety of climbers. Something different from what Joni did, climbing the flagpole without using any tools.

Table 1. President Jokowi's Awards

Marker	Sign
1 Behind the podium, President Jokowi is looking for a child 2. Kids in elementary school clothes Audience/Audience	1 Joni walks forward 2 Joni 3 Sounds of applause
denotation meaning	connotation meaning
President Jokowi appreciated Joni's struggle to raise the red and white flag by climbing the pole.	Audience applause
Myth	
In people's lives, they assume that a good leader is one who cares about the small people or does not look at class and gives awards to prestigious communities.	

3.3 Representation of President Jokowi's concern



Figure 2. Presidents measuring height

Minutes 1:35 The President said that he was worried about the struggle that Joni who was an elementary school student had to fight, especially at that moment, Joni was sick to her stomach and was lying in the School Health Unit (UKS) and ran out of the field when the deputy regent asked who could climb flag.

President Jokowi's pose with his facial expressions is a sign that Joni's height is a tough challenge for a child his age. Climbing requires leg muscle strength and arm muscle strength which are interconnected with speed when climbing because it takes good foot repulsion and hand pull so that it can support speed from start to finish and finally Joni managed to fly the red and white flag with great struggle. The following is the researcher's analysis:

Table 2. President Jokowi's concern for children

Marker	Sign
1. Measuring height	1. Unusual distance for an elementary school child
2. Anxious face	2. President Jokowi's feelings of worry
3. Joni smiles	3. Joni feels capable
Denotation Meaning	Connotation Meaning
Even though he has safely climbed the flagpole, President Jokowi is worried about Joni, who is sick to his stomach but still persistently raises the flag	Joni felt able to raise the flag by climbing the pole.
Myth	
The award given to Joni is a warning so that parents/teachers always provide knowledge about the history of the struggle of the nation's founders. Therefore, to increase the sense of nationalism, Joni's struggle is one example that deserves appreciation.	

In Barthes's framework, connotation is identical with ideological operations or what he calls myths and functions to reveal and justify dominant values that have passed in a certain period. The meanings of these connotations have dominated the community. The meaning of this connotation has thickened into a myth, so it can be revealed that the message in Jokowi's show sharing gifts with Indonesian children is a code or early warning for the public to pay more attention to Indonesian children as the nation's next generation. In a persuasive myth, people are encouraged to pay attention to children's education.

4 Conclusion

The meaning carried out by each individual towards the environment and aspects outside of himself, namely the subjective meaning of objective reality in the consciousness of people who live everyday life. In the shows on the Youtube site, various public opinions will appear, as Berger said that people will have difficulty when they have to reabsorb or transfer objectivated meanings.

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