



POLITICS OF ANIES BASWEDAN IN THE PRESIDENTIAL CANDIDATE VIDEO BICARA GAGASAN: STUDY OF PERSUASIVE MESSAGES

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Abstract

As the 2024 presidential election approaches, political campaigning begins in Indonesia. One candidate who has yet to escape the spotlight is Anies Rasyid Baswedan. In attracting sympathizers, Anies Rasyid Baswedan makes sensational of social media in campaigning. This study uses semiotic analysis to analyze the persuasive messages used by Anies in campaigning. In the Bacapres Bicara Gagasan event on the Narasinewsroom YouTube channel, Anies Rasyid Baswedan used persuasive messaging techniques. The message preparation techniques are fear appeal, emotional appeal, reward appeal, motivational appeal, and humorous appeal. The research method used is the qualitative text media analysis approach by Charles Sanders Peirce. This is known as the triadic method, representamen, object, and interpretant. The results showed that Anies Baswedan at the Bacapres Bicara Gagasan event fulfilled the persuasive message preparation technique. Of the five message preparation techniques studied, Anies Rasyid Baswedan used all of them to deliver messages in front of the audience. In addition, Anies Baswedan provides hopes and promises in the form of justice for the condition of Indonesia today.

Keywords: Anies Baswedan; Bacapres Talks Ideas; Political campaigns; Persuasive.

INTRODUCTION

Indonesia adheres to a democratic system, such as the state government system. Democracy has vital principles such as popular sovereignty, justice and equality, freedom of speech, division of power, and elections. General elections are held every five years. 2024 general or presidential elections will be held to run the country's government system. Prospective presidential candidates have started preparing to elect a vice president and campaigning to influence the public in making a choice.

According to the information provider, a campaign is a communication activity influencing other people to gain insight into their attitudes and behavior. In political communication,

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campaigns are intended to mobilize support for a candidate. In other words, a campaign is a persuasive effort to invite other people who do not agree or are not yet convinced of the ideas offered to get them to join and support the candidate (Cangara, 2014a). Political campaigns are carried out with the aim of 1) Persuading other parties to accept, modify, or reject specific ideas, likes, practical actions, and behavior; 2) Propaganda efforts against potential voters; 3) Creating a specific effect on a large number of people and influence the audience based on what has been determined (Wahid, 2016). The Jokowi-JK political campaign in 2014 succeeded in winning the hearts of the Indonesian people because the methods used were blusukan, people's parties, community participation, and people's campaigns (Damayanti & Hamzah, 2017). Prabowo Subianto also implemented a discursive style populist campaign strategy. Prabowo firmly and explicitly defended the people and fought against the elite (Ritonga, 2020).

One persuasive illustration can be seen in the case of the 1960 United States presidential election between Nixon and Kennedy. The majority of black people who inhabited southern America had not yet decided their position because their leader, Martin Luther King Jr., was sentenced to four months of corporal labor in prison in Atlanta. Campaign advisors suggested contacting Martin Luther King Jr.'s wife by telephone to express sympathy and offer help. When the media broadcast the conversation as a dramatic event, the father of black leader Martin Luther King Jr. immediately withdrew his support for Nixon and advised all black Americans to support Kennedy. The results were stunning. Black residents in Illinois, Michigan, and South Carolina flocked to the polls to vote for John F. Kennedy. Moreover, when Kennedy was elected as the 35th US President, he fulfilled his promise by freeing Martin Luther King from prison (Cangara, 2014a).

In the 1960s, television was the most effective persuasive medium, seeing how the event's impact could change public views. In the era of sophisticated information technology, the media for disseminating information has become more varied through conventional and social media. The public often access social media, such as Facebook, Instagram, Twitter, YouTube, and WhatsApp (Febri et al., 2022), making it easier for candidates to offer their ideas and handsets the ideas offered. Through social media, the public can assess prospective candidates' ideas and track records (Anwar, 2019). Candidates with 150 thousand followers on Twitter will have greater propaganda power than those with few followers. Candidates can carry out political rhetoric, political agitation, political propaganda, political lobbying, and political actions (Alfiyani, 2018).

All candidates can massively utilize social media, such as YouTube, in the campaign agenda to convey ideas during political years. For example, the Mata Najwa event, 3 Presidential Candidates Talking about Ideas, which is broadcast via the Narasi YouTube channel, took place at Grha Sabha Pramana Gajah Mada University, Sleman Regency, Special Region of Yogyakarta.

One of the presidential candidates who is interesting to research is Anies Baswedan, who is a popular political figure in online media. His name was mentioned 361,329 times according to research results *Institute Continuum for Development of Economics and Finance* (Indef) from July to September. The figure most discussed was Anies Baswedan (Fadel & Mulia, 2023), but

according to the Indonesian Survey Circle (LSI), his electability fell by 5.2% after choosing Muhaimin Iskandar as his deputy (Putra, 2023).

As if continuing to move to continue the campaign, he also attended the Bacapres Talking Ideas event. Anies Baswedan's ideas include five main things: health insurance, education guarantee, employment opportunities, basic community needs, and legal justice. The ideas conveyed by Anies Baswedan are in the form of messages that can be interpreted verbally and non-verbally. Verbally, in the context of persuasive communication technique messages, Anies Baswedan uses techniques of motivational *appeal*. She opened his oration by saying that there should be social justice for all Indonesian people. The primary mission of change is equality and justice, and it looks at the condition of Indonesian society, which is far from equality and justice. In the case of Asyani, a 63-year-old woman in Situbondo, East Java, was sentenced to one year in prison with a probation period of 15 months and a fine of 500 million because she was guilty of stealing teak wood belonging to Perhutani. Another 92-year-old grandmother was sentenced to 1 month for cutting down a durian tree and various other legal cases (Harruma & Nada Nailufar, 2022). You can see severe facial expressions in answering, body posture, hand movements, eye contact, and calm voice intonation from nonverbal messages.

However, researchers see that Anies Baswedan's persuasive message technique is incomprehensive. There are messages that not all were expressed by Anies Baswedan. For example, at minute 27.57, he said that state tools were used to help intimidate Anies Baswedan's candidacy, but he did not know who ordered them. From the above, researchers are interested in examining more deeply how persuasive Anies Baswedan's political campaign was at the Bacapres Talking Ideas event.

According to Devito, persuasion is persuading, inviting, and seducing to change attitudes and behavior (Joseph A, 2011). Persuasive communication messages must pay attention to the intended target. Jamiluddin Ritonga (M. Jamiluddin, 2005) explains that three message elements must be considered when designing a message: content, structure, and format. Moreover, according to Cangara (Cangara, 2014b), five message structures use persuasive techniques: *fear appeal*, *emotional appeal*, *reward appeal*, *motivational appeal*, and *humorous appeal*.

Anyone can use the technique of preparing persuasive messages. However, if the person using it is a presidential candidate of the Republic of Indonesia, its use will affect his electability and image in society. This research wants to see how Anies Baswedan uses the technique of composing persuasive messages to bring out the depth of thought or breadth of the way of making decisions, or even conversely, give rise to shallowness in the way of thinking and opinions. This is the novelty that this research wants to show.

Several studies that support this research, such as research written by Sugeng Wahyudi and Ahmad Fadel, entitled Anies Baswedan's Political Campaign via Twitter as a Presidential Candidate in Generation Z, explain that Anies Baswedan is one of the presidential candidates who campaigned via social media (Twitter). The research results show that Anies Baswedan's political campaign uses persuasive communication in uploaded content, such as political safari

activities, performance tracks, and *sharing* with the public (empathetic sympathy) (Fadel & Mulia, 2023).

Research written by Rehan Febri, Suryanef, Hasrul, and Irwan entitled Political Campaigns Through Social Media by Candidates for Regional Head of Pesisir Selatan Regency in the 2020 Pilkada explains that direct campaigning was limited due to the Covid-19 problem so that the KPU issued PKPU number 13 of 2020 concerning form of campaign, one of which is by utilizing social media. The research results show that all campaign activities, from conveying the vision, mission, and work programs to debates, are carried out using social media. However, the rise in issues circulating on social media is due to low digital literacy in local communities (Febri et al., 2022).

Research written by Fadhel Azmi, Boanerges Yoah Amiel, Arale Basqis, Intan Maulida Nabila, and Frisca Arindah entitled Anies Baswedan's Political Communication in Forming Public Opinion Through Social Media Ahead of the 2024 Presidential Election. Explains that one of the political actors who emerged as a presidential candidate in 2024 is Anies Baswedan. He often uses social media in carrying out campaigns, sharing the results of his work on social media accounts to shape public opinion towards Anies Baswedan, even though he has been criticized regarding Formula E. The results show that he chose social media as campaign media because social media platforms are the easiest to reach, and there are 191 active social media users in Indonesia. Anies Baswedan posts photos, videos, and articles about politics and hares work steps and activities. In this way, posts on social media can shape the public's image and opinion towards Anies Baswedan (Azmi et al., 2022).

From the research above, Anies Baswedan is a political figure who has built his self-image early on, sharing work photos and videos and even daily activities close to the community. *Branding* The self that Anies Baswedan formed can be called one of the successful persuasive communication techniques. Because he often writes verbally and reinforces it with photos (nonverbal) of his entire daily life. Therefore, this research wants to know what techniques for preparing persuasive messages Anies Baswedan uses to attract people's audience to vote in the 2024 presidential election. Are the persuasive message preparation techniques used by Anies Baswedan effective in the video of Bacapres Talking about Ideas?

METHOD

The method used in this research is qualitative, with a semiotic analysis approach developed by Charles Sanders Peirce. Semiotics is an analytical approach that involves understanding signs, symbols, or texts and how they convey meaning (Budiman, 2011). Semiotics wants to study how humanity (*humanity*) makes sense of things (*things*) and interprets (*to signify*). Charles Sanders Peirce's model is often called triadic (three-sided). The three components are representamen, *object*, and interpreting (Ardial, 2014).

Charles Sanders Peirce's semiotic method is often called "Grand Theory" because his ideas are comprehensive, a structural description of all signs. Peirce wanted to identify the fundamental particles of signs and recombine the components into a single structural one

(Wibowo, 2011). The semiotic approach also allows analysis of how systems of signification and interpretation can work and function well. By carrying out semiotic analysis, researchers can understand the signs that emerge from the research object by providing an interpretation of the text (Sobur, 2004).

In research, Charles Sanders Peirce's semiotic analysis was used to understand the signs and objects that emerged from Anies Baswedan in conveying ideas in the Presidential Candidate Talking Ideas Video. The triadic triangle can be seen in the following picture (Vera, 2015):

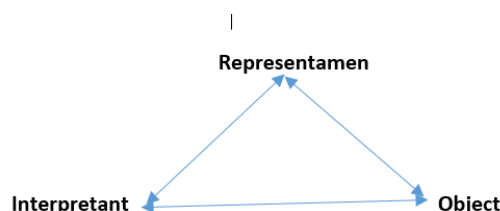


Figure 1. The Triadic Triangle Charles Sanders Peirce
Source: Vera: 2015

From the triangle above, it can be understood that the representation, object, and interpretation of one text/event are interconnected with other texts/events. If connected to this research, every movement, facial expression, and language conveyed by Anies Baswedan will become an *object* and interpretation for researchers in translating the meaning of the research. The researcher's depth of understanding and meaning is influenced by the depth of understanding, experience, and culture (Budiman, 2011).

In this research, there are two sources of research data, namely primary and secondary data. According to Sugiono in Ida Aisyah, primary data sources are data sources that directly provide data to data collectors (Aisyah, 2019). Secondary data is research-supporting data that can provide more information for researchers (Nurdin & Kholil, 2023). Primary data is a video recording on the YouTube channel @NarasiNewsroom entitled Bacapres Talks Ideas—and secondary data in journals, books, magazines, and research reports.

The data analysis used in the research refers back to Charles Sanders Peirce's semiotic research model. The researcher listened carefully to the full video of Bacapres Talking Ideas when Anies Baswedan speaks and analyzed it in three stages.

1. Sign Stage: Text and Images in the Presidential Candidate Video Talking About Ideas
2. Object: Contains techniques for preparing persuasive messages
3. Interpretant: Giving meaning and interpreting into narrative form


RESEARCH RESULT

Identify the Persuasive Message Format of Anies Baswedan's 2024 Presidential Candidate Political Campaign in the Presidential Candidate Video Talking Ideas

1. Fear Appeal

Fear Appeal is a scary message. This method involves preparing messages that can cause fear in the audience.

Table 1. Messages *Fear Appeal*

NO	REPRESENTAMENT (SIGN)	OBJECT	INTERPRETER
1		Law enforcement is sharp downward and blunt upward	Proximity to the position holder: people who have a higher position status and have money will be able to buy the law in Indonesia

"Selama kepastian hukum tidak menjadi prioritas, mana tata kelola pemerintahan tidak akan berjalan dengan baik, aparat yang seharusnya menegakkan hukum tetapi melakukan hal-hal yang tidak setara, mereka yang kuat tidak tersentuh, mereka yang lemah tersentuh terus"

"As long as legal certainty is not a priority, governance will not run well, officials who are supposed to enforce the law will do things unequally, those who are strong will not be touched, those who are weak will continue to be touched."

2



Anies Baswedan Bicara Gagasan | Mata Najwa

“Perusahaan-perusahaan yang membantu kami setelah itu mereka akan mengalami pemeriksaan”

“Companies that help us after that will undergo inspection.”


There are big Politics in Indonesia companies that want to help Anies Baswedan but do not dare to approach because they will face a tax audit seems unhealthy because when a company wants to help volunteers at an event, it is banned by a tax audit.

Source: analysis results, 2024

2. Emotional Appeal

Emotional messages try to arouse the audience's emotions, usually by expressing issues of religion, ethnicity, economic inequality, discrimination, etc. Emotional *appeal* utilizes positive and negative emotions.

Table 2. Messages *Emotional Appeal*

NO	REPRESENTAMENT (SIGN)	OBJECT	INTERPRETER
1	 <p><i>“Pemerintahan harus meretokrasi, tidak hanya kepolisian tetapi posisi-posisi yang seharusnya tidak diisi jangan diisi”</i></p> <p>"The government must be autocratic, not only the police but also positions that should not be filled should not be filled."</p>	Placement according to area of expertise	So far, much bureaucracy is filled with people not suited to their fields, and specific fields are also controlled by certain people, so the institution's function is not functional.

2



"KPK harus independen lagi seperti dulu"

"KPK must be independent again like before."

Weakening occurred in the KPK's body with the KPK law's revision and merged into ASN.

The Corruption Eradication Committee (KPK), an independent institution that functions as a supervisory authority for the government and public institutions to prevent corruption, has been weakened so corrupt practices can continue. Therefore, reinstating the Corruption Eradication Committee (KPK) is a must.

3



"Melakukan reform dalam perizinan mikro, mereform aturan-aturan terkait pembiayaan supaya punya akses permodalan dan reindustrialisasi"

"Carry out reforms in micro licensing, reform regulations related to financing so that we have access to capital and reindustrialization."

MSMEs are the creators of most jobs, but accessing the market takes much work.

To grow employment opportunities evenly, the government must support micro-business workers who need capital by making it easier for them to borrow from banks and access the market.

Source: analysis results, 2024

3. Reward Appeal

You convey messages by offering promises to the communicant. Reward appeal is divided into two categories: financial and non-financial. Financial rewards include salary, incentives, and benefits, while non-financial rewards include thanks, gratitude, and hope for change.

Table 3. Messages *Reward Appeal*

NO	REPRESENTAMENT (SIGN)	OBJECT	INTERPRETER
1	 <p data-bbox="289 653 760 716"><i>“Memasukkan unsur keadilan dalam kebijakan-kebijakan yang dibuat”</i></p> <p data-bbox="289 741 800 804">"Incorporating elements of justice in the policies made."</p>	<p data-bbox="841 331 1133 426">Justice is an essential element in national and state life</p>	<p data-bbox="1157 331 1437 594">Without the element of justice, a society cannot be prosperous, and prosperous there will be inequality and inequality in various things</p>
2	 <p data-bbox="289 1150 816 1245"><i>“Pembangunan infrastuktur misalnya pembangunan jalan tol adalah investasi swasta”</i></p> <p data-bbox="289 1287 816 1381">"Infrastructure development, for example, toll road construction, is a private investment.nt"</p>	<p data-bbox="841 831 1133 957">People should also be able to experience investment from the toll road. construction</p>	<p data-bbox="1157 831 1437 1024">If the principle of justice is built into all aspects, including the construction of toll roads, the people can do it</p>
3		<p data-bbox="841 1419 1133 1482">We will not allow this inequality to continue</p>	<p data-bbox="1157 1419 1437 1749">So far, the lives of Indonesian people have continued to experience decline, inequality, and uncertainty. So, Anies Baswedan wants to provide a sense of equality in all aspects.</p>

“Pengurusan kredit motor, mobil itu mudah tetapi kredit rumah sulit, disisi lain jika punya akses membeli rumah maka akan naik terus, sementara beli mobil, motor harga jualnya jadi turun”


"Managing motorbike and car loans is easy, but home loans are difficult. On the other hand, if you can buy a house, it will continue to rise, and while buying a car and motorbike, the selling price goes down."

Source: analysis results, 2024

4. *Motivational Appeal*

This message preparation technique was not created because of a promise. However, this message was prepared to create the internal psychology of the community so that they can follow the messages that have been conveyed. For example, they are fostering a sense of nationalism to use domestic production. In South Korea, almost all equipment and machinery use the Hyundai brand, and it is scarce to find cars made in Europe, America, or Japan. In political communication, slogans created by campaign teams can be classified as motivational messages.

Table 4. Messages *Motivational Appeal*

NO	REPRESENTAMENT (SIGN)	OBJECT	INTERPRETER
1	 <p><i>“Jika anda bertanggungjawab untuk membiayai orang tua pandanglah sebagai sumber pahala”</i></p> <p>"If you are responsible for providing for your parents, consider it a source of reward."</p>	<p>Anies Baswedan provides motivation and responsibility for the sandwich generation whose lives are anxious.</p>	<p>Being a sandwich generation is a matter of perspective. If you view it as a burden, you will suffer. Therefore, if you are given a burden now, it will be easier to carry it in the future.</p>

2



Anies Baswedan explains the criteria for the ministers he will choose to work with.

The election of a competent cabinet that is honest, results-oriented, and realizes the same vision of justice in all decisions will improve Indonesia.

“Jika anda bertanggungjawab untuk membiayai orang tua pandanglah sebagai sumber pahala”


"Choosing a competent cabinet that has integrity, is free from problems, has a record of performance, and has the same vision."

Source: analysis results, 2024

5. Humorous Appeal

Prepare messages full of humor to prevent the audience from feeling bored. Messages accompanied by humor are easy to accept, delicious, and refreshing. A humorous message functions as a way of opening someone's mind, influencing someone's thinking, and entertaining.

Table 5. Messages *Humorous Appeal*

NO	REPRESENTAMENT (SIGN)	OBJECT	INTERPRETER
1	 <p><i>“Kepolisian dibubarkan, jangan donk”</i></p> <p>"The police should be disbanded; do not do that."</p>	Law enforcement agencies are no longer accountable	The complexity of the problems in Indonesia makes people joke and meme about the police institution, so Anie Baswedan wants to change the police institution to be more accountable, transparent, and clean.

2



"Kalo memiliki kompetensi yang tepat boleh menjabat tapi kalau tidak ya tidak boleh, hanya karena presiden dari kampus A lalu semua dosen-dosen menjadi pejabat di A, B, C, D"

"If you have the right competence, you can take office, but if you do not, you can't, just because the president is from campus A, then all the lecturers are officials at A, B, C, D."

Nepotism, inequality, and officials who do not match their competence fill much of the bureaucracy in Indonesia.

Anis Baswedan wants to change the system according to the field. Work is carried out by experts and competent people in their fields, not because of closeness or reciprocity but based on competence.

Source: analysis results, 2024

DISCUSSION

Anies Baswedan's Persuasive Political Message in Conveying Ideas

Persuasive techniques in campaigns can continually be assessed from various points of view. Generally, a message can be understood and conveyed in symbols, words, sounds, gestures, facial expressions, clothes worn, colors, etc. Messages will have meaning if they are perceived. The more similar a person's perception is to another person's, the closer the communication relationship will be.

They are, likewise, preparing persuasive messages for political campaigns. Preparing messages using appropriate language is overpowered, meaning the message is repeated often, long, and loud enough; otherwise, the message will be lost to the audience. The language uses glamour. This means the message is packaged beautifully and offered in a persuasive style to attract the audience's interest. Apart from that, there are two ways of persuasive preparation: *one side issue*, namely highlighting the good or bad sides of something, and *two side issues* conveying the message conveys what is good. Also, it conveys what is not so good so that the audience can think (Cangara, 2014a).

In politics, the preparation of persuasive messages has a proposition, namely the results obtained by the source from the recipient for the message conveyed. This means that every message created is expected to produce change. Political campaigns often aim to make promises with persuasive messages to achieve change (Harahap, 2019).

Anies Baswedan is one of the 2024 presidential candidates declared by the Nasdem party in October 2022. The slogan was raised: "The country is moving forward, the people are happy."

The message formulation used by Anies Baswedan in running his political campaign is a fear *appeal*, *emotional appeal*, *reward appeal*, *motivational appeal*, and *humorous appeal*.

On the message *ap, peal*, as shown in Table 1, Anies Baswedan tried to include a frightening message. The function of this scary message is to make people think about whether they want to continue living with fear or whether they want to be free from that feeling. As in the video clip at minute 27.28, it can be said that currently, Indonesia is a democratic country, free to speak, and has legal protection, but what is happening in the field is that legal certainty is not apparent. Due to unclear legal certainty, the government and bureaucracy need not be better. There is a violation of the law as if the law can be bought and sold. Law enforcement is sharp downward and blunt upward. How many reports about legal inequality in a country are built legally?

Anies Baswedan discussed the legal facts that occurred in Indonesia. So far, the government is not strict with individuals who violate the law and can obtain legal relief or even be free from legal entanglement. By crafting a message of fear *appeal*, society can do a flashback about legal certainty. On *emotional appeal*, as shown in Table 2, Anies Baswedan tried to convey an emotional message to arouse the audience's emotions. He expressed the problem of placing people whose work differed from their field of expertise. He saw that people outside their field of expertise filled many positions in the government or bureaucracy in Indonesia expertise, so this would boomerang and disrupt the institution's function. Not only that, but Anies Baswedan also expressed a message about the weakening of the KPK, where the KPK, as an independent body, has been merged into an ASN that works for the government and is no longer a government supervisor. Even if you are still supervising, you no longer have the independence you had before. Moreover, for young people who want to start a business, Anies Baswedan will carry out micro-business licensing reforms to make it easier for small businesses to obtain capital.

Anies Baswedan conveyed the main message that can arouse the audience's emotions. Where job opportunities are available, but as the *kenduri* suggests, whoever has the closeness and money can get a position. Anies Baswedan said that someone with potential and competence should be able to occupy a position. If they do not have competence, they should not occupy it. By measuring competence, credibility, and work, every Indonesian citizen can have the same opportunity to occupy strategic positions in the Indonesian government.

Anies Baswedan conveyed the most important thing in the government supervision institution: the Corruption Eradication Commission. The Corruption Eradication Commission must be as independent as before because its task is supervising government and public institutions, preventing corruption, and eradicating it. By returning the Corruption Eradication Committee's independence, institutions and government can run as they should—not in the interests of a few parties but in the interests of the Indonesian nation.

Anies Baswedan conveyed something that was no less important, which was related to small-scale economic development. He saw micro-business business actors had difficulty getting capital, but the growth opportunities were huge. Currently, only people with access to capital and

markets can open or develop a business. However, it is tough for those who are just starting. Therefore, Anies Baswedan will reform microlicensing and regulations to facilitate access for young people and small business actors.

Message *reward appeal* Table 3 explains how to convey messages by offering promises. *Reward appeal* could be financial or non-financial. According to researchers, based on the results in Table 3, Table Baswedan places more emphasis on financial *rewards*. The hope Anies Baswedan wants to achieve is to include elements of justice in his policies. Justice is the most important element in national and state life. Many disparities and inequalities in various things make society less peaceful. Several examples Anies Baswedan conveyed were related to hopes for justice, such as the construction of toll road infrastructure and private investment. If the principle of justice is built into all aspects, including toll road construction, people will not only watch cars passing by on the road but also benefit from toll road investments.

Another thing is that arranging a home loan is difficult, whereas arranging a car or motorbike is very fast. However, when resold, motorbike and car prices become low, while house prices become high. This inequality must include an element of justice so society can feel pleasure and justice in all aspects of life.

A persuasive message reward appeal conveyed by Anies Baswedan expressed hope for the chaos that has occurred so far in Indonesia. Audiences will more quickly accept messages or ideas full of promises or hopes than messages accompanied by threats. On message motivational *appeals* stated in Table 4, the focus of preparing this message is not because of promises but the preparation of this message is created and arranged to create the internal psychology of the community so that they can follow the messages that have been conveyed. This message is more about encouraging people to use domestic products and showing enthusiasm for helping others. Anies Baswedan motivates young people to be responsible to their parents because, according to him, supporting parents is a source of reward. As is known, the younger generation is now included in the generation that works to support themselves and their families. Plus, the cost of living is expensive, the cost of buying is low, and unemployment is everywhere. For this reason, according to Anies Baswedan, if one burden can be resolved well without complaining, future burdens can be overcome easily.

The message has a humorous appeal, as shown in Table 5. Preparing this message ensures the audience feels energized. Anies Baswedan joked from the jokes given by the audience: "Disband the police, do not do that." While laughing, he explained that the police should not be disbanded but reformed. Law enforcement agencies must be accountable. They must be the first to implement the law, not break it or buy and sell it. In terms of techniques for preparing persuasive messages, the political campaign carried out by Anies Baswedan has fulfilled these five techniques. Delivery is done slowly, structured, and displays appropriate body language. When presenting his ideas, Anies Baswedan controlled the stage well. Occasionally, he went left and right, trying to control all the spectators present. His intonation and seriousness in conveying ideas are also convincing.

In political campaigns, campaigns are carried out by making promises and hopes. The promises made mean that Anies Baswedan must fulfill them if he is elected president. So, in

conveying his ideas, Anies Baswedan conveyed that the central vision of change is equality and justice. It offers access to equality and justice in health, education, employment, basic community needs, and law enforcement. Anies Baswedan wants to realize the fifth principle of the Indonesian nation's Pancasila ideology: social justice for all Indonesians. With fairness, Indonesia will be calm and fair in all aspects, so the phrase *Bhineka Tunggal Ika* is not only a symbol but together in everyday life.

From the delivery technique used by Anies Baswedan, the message covers everything, such as *fear appeal*, *emotional appeal*, *reward appeal*, *motivational appeal*, and *humorous appeal*. According to Brend D. Rubent, such messages enter into the perspective of creating meaning. In his political communication, Anies Baswedan takes a persuasive approach to present specific meanings in the audience's minds (D Ruben & P. Stewart, 2017). A person's purpose in communicating is not simply to send a message. What is more essential is to instill a certain meaning in the recipient's mind (Fiske, 2014). The ideas conveyed by Anies Baswedan were considered quite effective in influencing the audience present and those watching live. Anies Baswedan is considered to have positive stage, appearance, and behavior criteria to the track record he has achieved during his leadership period in Jakarta (Indra et al., 2021).

CONCLUSION

Anies Baswedan has good and complete techniques for preparing persuasive messages when conducting political campaigns at the Bacapres Talking Ideas event on the YouTube channel @narasinewsroom. He was found to be serious, critical, and humanistic in persuading the audience to accept the ideas he conveyed. Has experience, can accommodate the audience's wishes, and provides concrete answers to questions from the audience. Carrying the concept of justice and equality in various aspects makes campaign promises even more sticky. By using the Charles Sanders Pierce method, the message conveyed by Anies Baswedan becomes clearer and can be interpreted from various points of view. He delivered a humanist message, revealed the facts, and made offers regarding today's problems in the Republic of Indonesia.

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