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## Semiotic Analysis of Cartoon Content on the Instagram Account Feed of the President of the Republic of Indonesia @Jokowi

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**Abstract:** In the era of growing technological developments, the delivery of messages is not only done directly but can also be delivered indirectly through social media. Instagram social media is one of the places to communicate. This study aims to understand the signs and visual meaning of the cartoon content on the @jokowidodo account feed on January 1, 2024 which contains Happy New Year greetings using Ferdinand De Saussure's semiotic theory. The method used is a descriptive qualitative method with a constructivist / interpretative paradigm. The results of the study found that there are 25 contents in one "Happy Birthday 2024" upload on the @jokowi account where each content has its own meaning such as the content "Kemas Services" has the meaning that Joko Widodo wants to convey the priority of health services for people in all parts of Indonesia by making the 2024 health budget which has been planned at Rp. 186.4 trillion or 5.6% of the total APBN. This figure is 8.1% or Rp 13.9 trillion larger than in 2023. Political messages are also tucked away in the content, conveying the President's message of closeness to one of the 2024 Election Presidential candidates. So that the upload of the greeting "Happy Birthday 2024" is not only limited to greetings and hopes but also displays various kinds of Indonesian achievements until 2024 that have been carried out by President Joko Widodo.

**Keyword:** Semiotics, Social Media, Instagram, Jokowi.

### INTRODUCTION

The Government, as a Public Agency, is required to fulfill the requirements of Law Number 14 of 2008 regarding Public Information Disclosure. This entails ensuring that the public has extensive access to information in a convenient, efficient, and accessible manner, regardless of time and location. Social media platforms serve as one of the effective channels through which the government can disseminate information in alignment with these criteria.

Social media offers advantages that other media platforms do not have. The use of social media allows users, whether individuals or organizations, to connect with other parties in a fast and efficient manner, crossing barriers of distance and time (Apdillah et al., 2022). With social media each user can share ideas, give and receive responses or feedback, engage in two-way conversations that were previously not possible (Safko & Brake, 2009). For the

government, the use of social media provides options for delivering information to a wider and more diverse audience and allows for more inclusive and rapid information dissemination (Sutiyo & Yulianto, 2018). Moreover, information conveyed by the government through social media can also increase public awareness about important issues, such as health, safety, and public policy (Lee & Kwak, 2014).

In 2023, a significant increase in the number of social media users was observed in Indonesia, with approximately 60.4% of the population, equivalent to 167 million people, actively engaging on various platforms (Yonatan, 2023). The importance of social media as a tool for information dissemination is becoming more prominent, as indicated by a survey on digital literacy in Indonesia, where social media emerged as the primary information source for 72.6% of the population, followed by television media (60%) and online news (Raya, 2024). Following WhatsApp, Instagram stands as the second most popular social media platform among Indonesians, with active users accounting for 85.3% of the total social media users in the country as of January 2024 (Annur, 2024).

Based on these facts, the use of social media by the government as a medium for delivering information is a must. The President of the Republic of Indonesia as the highest leader of the government has set an example and example in delivering information to the public using social media, especially Instagram. To ensure that the information conveyed gets attention by Instagram users, the content presented by the @jokowidodo account has also been created by following the trends and preferences of most Instagram users in Indonesia. Based on the results of the populix survey in 2023, 76% of Instagram users like photo and video content that is entertainment in nature (Muhammad, 2023).

One of the entertainment content uploaded several times by the @jokowidodo account is cartoon images. According to Maurice Horn (1999) cartoons are drawings or illustrations that often contain elements of humor or satire, used to communicate ideas or emotions in a simple but visually powerful way. The image content conveyed by the @jokowidodo account certainly has meaning and contains the message to be conveyed. This study aims to understand the signs and visual meanings of cartoon content on the @jokowidodo account feed on January 1, 2024 which contains Happy New Year greetings using Ferdinand De Saussure's semiotic theory.

## **METHOD**

This study employs a descriptive qualitative approach (Sugiyono, 2018) to explore the meaning conveyed through the content on President Jokowi's Instagram account (@jokowi). This method is well-suited to analyze symbolic elements within the "Happy New Year 2024" post, which generated significant public attention and engagement.

Data collection involves a documentary study by examining relevant uploads from Jokowi's Instagram feed in early January 2024. The analysis focuses on identifying and interpreting semiotic elements (signs and signifiers) within the chosen post, considering the image as a whole and its individual components. The research adheres to a constructivist paradigm, acknowledging the role of social construction, language, and shared understanding in shaping the meaning extracted from the post (Berryman, 2019).

## **RESULTS AND DISCUSSION**

### **Results**

With the development of information technology through various social media platforms, it has created various needs and interests on social media. The presence of Instagram is currently a media that is quite popular in every circle and is an option for disseminating information to the wider community, besides that Instagram is also used as a medium for advertising, personal branding, etc. This shows the progress of information technology that has begun to develop and a society that has begun to open and accept changes

in information media. This shows the progress of information technology that has begun to develop and people who have begun to open and accept changes in information media.

Research conducted by Rachman, Aras & Puspita published in 2023 with the title "Visual Semiotics Analysis of Omicron Variant on Instagram Social Media Managed By Ministry of Health of The Republic Indonesia" discusses semiotics on the Instagram feed of the @Ministry of Health of the Republic of Indonesia account which provides information and education about COVID-19 to the public through the Instagram social media platform. It is known that the results of this study show that Ferdinand De Saussure's theory can reveal animated messages made by the Ministry of Health can increase public awareness of Omicron variants that spread quickly.

Research with the title "Representation of Brand Identity Through Instagram: Semiotics Study on Starbucks Indonesia's Instagram Account" conducted by Indriawati & Anggraeni (2019) discusses how Starbucks Indonesia presents their identity through various forms of content such as videos, feeds, captions, etc. The results of the study found that Starbucks Indonesia's brand identity is represented through Instagram. The results of the study found that the message Starbucks wants to convey to build the company's image in the eyes of the public by often voicing the aspirations of people related to the environment, socially friendly and community-focused.

Further, the research conducted by Pitaloka & Saputro (2023) with the title "Visual Semiotics on Indonesian Horror Movie Posters: A Semiotics Analysis of the Pengabdi Setan Movie Poster" discusses how the poster owned by *Pengabdi Setan* can be conveyed to the audience, the results of the study reveal that the visualization given on the poster can create a terrible and creepy atmosphere in the film. Research conducted by Ariawan et al (2014) with the title "Semantic Aspects of Verbal Humor Language Builders in State ½ Crazy Cartoons" discusses semantic analysis used to understand how semantic aspects help in the construction of humor language in state ½ crazy cartoons. This research uses in-depth interview method and non-statistical analysis to collect data. The results showed that nonverbal elements (images) and verbal elements (text) play an important role in shaping humor in cartoons.

### Semiotics

Semiotics is a branch of linguistics that was first introduced by Ferdinand De Saussure. Semiotic theory is widely used to interpret the meaning in a sign. According to Ferdinand De Saussure, semiotics is the right theory in interpreting a sign because the theory explains that signs have a purpose to be conveyed and communicated. Ferdinand De Saussure introduced key concepts that form the basis of his theory. These concepts include:

1. Sign: Saussure stated that a sign consists of two main components: the signifier and the signified. The signifier is the physical form of the sign, such as a word, image, or sound. The signified is the concept or meaning that the signifier represents. For example, the word "house" is the signifier, while the concept of the house itself is the signified (Saussure, 1959).

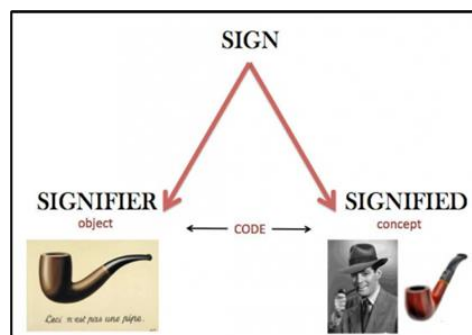


Figure 1. Two Main Components on the Sign

2. Arbitrary Relationship: Saussure emphasized that the relationship between signifier and signified is arbitrary, meaning that there is no natural or logical relationship between the form of a word and its meaning. For example, there is no scientific reason why the object we call "tree" should be called that. Language is a social convention agreed upon by the community of language users (Saussure, 1959).
3. Langue and Parole: Saussure distinguished between langue (language as a system) and parole (the use of language in everyday communication). Langue is the structure or system of rules underlying the language and is collectively understood by the language users. Parole, on the other hand, is the individual manifestation of the language in the form of speech or writing (Saussure, 1959).
4. Synchronic and Diachronic: Saussure also introduced the concept of synchrony and diachrony in the study of language. Synchronic studies look at language at one particular point in time, whereas diachronic studies look at the evolution of language over time. Saussure emphasized the importance of synchronic analysis to understand the structure of language (Saussure, 1959).

Basically, semiotic studies are divided into two, namely semiotics of communication and semiotics of signification. According to Eco and Hoed, it is explained that communication semiotics is a theory of signs that emphasizes 6 aspects of communication, namely sender, receiver, message, channel, and reference and gives meaning to a sign in a certain context, while communication significance focuses more on understanding a sign so that the management of information received by the recipient of the sign can be understood (Sobur, 2003).

In this study, Ferdinand De Saussure's semiotic theory helps researchers understand the meaning contained in the cartoon image of the Indonesian President Jokowi Widodo's Instagram feed.

### Instagram

Instagram is a social media that is quite phenomenal with various features provided, in addition to functioning to disseminate information. Instagram usage in Indonesia has increased significantly in recent years. According to the We Are Social report, the number of Instagram users in Indonesia reached 104.8 million in October 2023, making Indonesia the country with the fourth most Instagram users in the world (Annur, 2023).



Source: Instagram account @jokowi  
**Figure 2. Instagram account @jokowi**

Instagram's extensive usage in Indonesia makes it the ideal platform for disseminating information to the public. As a result, Instagram is favored by a wide range of individuals, including public officials such as the President of the Republic of Indonesia, whose @jokowi account boasts a substantial following of 58.7 million in Indonesia.

In the Instagram feed on the @jokowi account has a lot of interesting content to discuss and analyze. From the various feed content that has been created, there is some cartoon image content displayed on the account which according to researchers can provide the meaning and message that the president wants to communicate to the public.

**Discussion**



Source: <https://www.instagram.com/p/C1iuMJKPko3/?igsh=ZTRIZHc0c3RwYTJ3>  
**Figure 3. Happy New Year 2024 Greeting Post in Jokowi Instagram**

In this study, the researcher wants to analyze the @jokowidodo feed image as of January 1, 2024 which contains Happy New Year 2024 greetings with Ferdinand De Saussure's Semiotics theory. The analysis is carried out as follows:

**Table 1. Analysis Content**

Content	Signifier	Signified
1	Happy New Year 2024	It is a greeting given by anyone to everyone in order to celebrate the arrival of a new year. In addition, New Year's greetings also have several meanings such as gratitude, reflection on the past and hopes for the future, and new opportunities for change (Oscarsson et al., 2020). In this content Jokowi gives birthday greetings to all Indonesian people as a form of gratitude for having gone through 2023 with its various challenges and in this new year can achieve the desired expectations. Writing Happy Birthday 2024 using the color yellow signifies a hope for Indonesia that will grow and shine in 2024 like the sun that will always shine on the world.
2	Tree and Mountain View	The landscape of trees and mountains is an image that tells of life and continuity, fertility prosperity. Wisdom and knowledge, while mountains symbolize majesty, strength, eternity, security and a source of inspiration (Campbell & Moyers, 2011). In this content Jokowi wants to show the grandeur and natural wealth of Indonesia to the whole world, while also providing an image of fostering a sense of unity and love for the Indonesian state that is getting stronger in Indonesian society, as well as the ideals of Indonesia in 2024

Content	Signifier	Signified
		will be a country that is able to compete with other developed countries both in terms of economy and defense which is increasing with the renewal of every national defense system.
3	Shack	Gubuk can be interpreted as a simple building made of bamboo and straw, which is closely related to the meaning of simplicity, closeness to nature, resilience independence and perseverance (Vito & Krisnani, 2015). From this understanding, it is known that Jokowi wants to convey to the public that as a country that has abundant natural resources and beautiful scenery, the advantages possessed by the Indonesian state are still balanced with the polite attitude of its people. This shows the simplicity and manners of the Indonesian people who are famous throughout the world. In addition, the presence of huts in the picture shows the characteristics of the Indonesian state in socializing because huts are often used as a gathering place for people to discuss various matters.
4	House under renovation	Home is defined as a place to provide protection from various kinds of disasters. While a house that is being renovated can provide meanings such as change, transformation, growth development and recovery (Williams, 2017). In this content Jokowi wants to illustrate to the Indonesian people that Indonesia is currently making changes towards a golden Indonesia, this is evidenced by the relocation of the new capital which will be placed in Kalimantan, this is done to face challenges in the future, advance and encourage an equitable economy throughout Indonesia, Jakarta is currently considered unsuitable as the center of government due to various factors such as population density, congestion, and environmental problems (UP Nainggolan, 2022). In addition, the image on the renovation can also be interpreted that Indonesia is currently experiencing economic improvement after the pandemic that attacked the entire country of Indonesia.
5	Duck Farmer	Duck breeders illustrate one of the livelihoods of quite a lot of Indonesian people, especially in certain areas. In addition, through the icon of a duck farmer, it can also be seen that in today's modern life there are several areas in Indonesia that still have a traditional and beautiful life.
6	Farmer planting rice	The image of farmers planting rice illustrates the livelihood of the Indonesian people as well as the most important food source owned by the Indonesian state. As an agrarian country, Indonesia has wealth in terms of agriculture (Andrie & Novianty, 2021).
7	Traditional Wedding	Traditional marriage is a ritual that contains many symbolic cultural meanings such as noble values, hopes, prayers, happiness and smoothness in the lives of both partners. From this content Jokowi wants to show that cultural diversity is the attraction and characteristic of the Indonesian nation, various tribes, races, religions that exist in Indonesia make a harmonious society because it is in accordance with the meaning of Bhineka Tunggal Ika itself. In 2024 Jokowi has hopes that Indonesia can become a country that is harmonious and harmonious and free from various conflicts caused by various issues regarding ethnicity, religion race and intergroup.
8	Electrical Installation	Pictures of Electricity Installation are a form of electricity distribution in areas that have not yet been achieved. In this content Jokowi wants to convey that the equitable distribution of electricity in Indonesia has almost entirely

Content	Signifier	Signified
		<p>fulfilled this, based on the PLN report in 2023, PLN has succeeded in electrifying 76900 villages and villages throughout Indonesia, this continues to increase every year (Throughout 2023, the Government Through PMN Illuminate 76,900 Villages throughout Indonesia With PLN Electricity - PT PLN (Persero), 2024). So that with this picture it is also a hope for President Jokowi that Indonesia in 2024 electricity can reach all regions in Indonesia.</p>
9	Buskers	<p>According to Simpson (2011), the presence of buskers / street performance is a medium for the community to channel art, emotions, and criticism. In this content Jokowi wants to convey that the presence of buskers provides a picture of the freedom of expression given by the government to anyone in accordance with article 28 of the 45th Constitution, so that there is no longer a view that says in this digital era that people are prohibited from expressing their activities as long as they are still in accordance with the rules and norms that apply in society.</p>
10	Traveling Merchant	<p>In Indonesian culture, peddlers have significant symbolic meanings associated with economic survival, adaptability and resilience. These traders often represent the entrepreneurial spirit and the struggle to achieve economic mobility in challenging circumstances. They are usually individuals from impoverished areas who migrate to urban areas in search of better opportunities. Their role in providing essential goods and services to local communities emphasizes their importance in the socio-economic fabric of the country (Galace, 2000). In this content Jokowi wants to convey to the Indonesian people that the desires to be achieved must be pursued and tried as much as possible, nowadays the digital world is increasingly developing so that access to information and opportunities is getting wider, therefore itinerant traders reflect great effort to gain success and success, so it is worth emulating for the next generations of people who will advance the country of Indonesia.</p>
11	Orange Cat	<p>The Oren / Oyen cat is a unique icon in every @jokowi Instagram cartoon content, quoting the words of the Deputy for Protocol, Press and Media, Presidential Secretariat, Bey Machmudin, the purpose of the appearance of the oyen cat in each feed is to attract public attention and with the many oyen cats roaming during the COVID 19 pandemic (Detikcom, 2022).</p>
12	"Road 2 to the rice field is always a blessing" sign	<p>An encouraging sentence for family breadwinners that Indonesia's nature is given abundant natural wealth, so we must be grateful for all the blessings. Through this content, Jokowi hopes that prayers in 2024 Indonesia can always be given blessings so that the lives of its people are always protected by all the blessings of God Almighty.</p>
13	People Doing Liwetan	<p>The liwetan tradition is a custom practiced by Javanese people (Nuryanti, 2015). The liwetan event is usually held during the harvest period as a form of gratitude for the harvest obtained. In the liwetan tradition, people use banana leaves as a place to eat, which symbolizes simplicity and materials that come from nature.</p>
14	Vegetable Transport Truck "Slow Resp but done"	<p>The focus of Joko Widodo's administration is infrastructure development, one of which is the construction of toll roads. Jokowi on one occasion said that infrastructure improvements are important to reduce production costs, transportation, and reduce distribution costs (Setkab, 2015). In this content, Jokowi wants to reemphasize his</p>

Content	Signifier	Signified
		development focus on infrastructure. The vegetable transport truck is a symbol of the distribution process of staples that exist in the daily lives of Indonesian people, with the writing Slow resp but done, Jokowi wants to convey the message that ongoing development can be completed properly, without having to respond to skewed opinions that develop in the community.
15	Public Health Service	In this content, Joko Widodo conveyed the priority of health services for people throughout Indonesia. As stated by the Head of the Communication and Public Service Bureau of the Ministry of Health, Dr. Siti Nadia Tarmizi, M.Epid, the health budget in 2024 has been planned at IDR 186.4 trillion or 5.6% of the total state budget. This figure is 8.1% or Rp 13.9 trillion higher than in 2023. This health budget is allocated to transform the health system, encourage a strong and competitive pharmaceutical industry, improve access and quality of primary and referral services, and ensure the availability of reliable health service facilities from upstream to downstream (Rokom, 2023).
16	Community Gotong Royong	Gotong royong is the spirit and value of the whole nation of Indonesia. Gotong royong is also the essence of the Indonesian state philosophy, Pancasila, All the implementation of each principle has a foundation of gotong royong, namely the principle of divinity that respects each other, the principle of humanity based on mutual assistance and help, the principle of nationality that maintains mutual unity, the principle of democracy that is carried out by mutual Gotong royong is the spirit and overall value of the Indonesian nation. Gotong royong is also the essence of the Indonesian state philosophy, Pancasila. All the implementation of each principle has a foundation of gotong royong, namely the principle of divinity which respects each other, the principle of humanity which is based on mutual assistance and help, the principle of nationality which maintains mutual unity, the principle of democracy which is carried out by deliberating for consensus, and the principle of justice which gives every citizen to participate in development (Basarah, 2023). In this content, the President wants to invite the Indonesian people to continue to carry out the noble values of gotong royong in their daily lives in accordance with the philosophy of the Indonesian state.
17	Pedicabs Shopping & Mothers	Becak is a traditional means of transportation for the people of Indonesia. In its heyday, becak was the mainstay mode of transportation for the people of Indonesia, especially on the island of Java. Along with the times, the use of becak has decreased, but there are still suburban and rural areas where becak still operates and is used as a means of transportation. In this content, President Joko Widodo wants to convey the local wisdom side of becak which was once a mode of transportation for the people of Indonesia.
18	Children Playing in the Watershed	In this content, President Joko Widodo wants to convey that the welfare of Indonesian children remains a concern of the government in 2024. Programs for the welfare of Indonesian children include various sectors such as education with the Indonesia Pintar program, Affirmation Scholarships, KIP Lecture assistance, and others (Aisyah, 2023), the health sector with 11 Stunting interventions (BKPK, 2023), and other sectors that aim to produce quality generations in the future.
19	Horse Riders	The year 2024 is a political year with Presidential and



Content	Signifier	Signified
		legislative elections. Horse riding is synonymous with one of the presidential candidates Prabowo Subianto who has a political communication style by inviting his political colleagues to ride horses (Rahman, 2022). In this content, the president wants to convey the message of his closeness to Presidential candidate Prabowo, which is symbolized through the position of the image of the horseman walking hand in hand near President Jokowi.
20	Gallon Man	The picture of the gallon fitter symbolizes the daily economic activities of the Indonesian people. In this content, the president wants to convey that the government is close to its people who are close to the daily activities of the community.
21	Children going to school	Similar to the previous picture of children playing, in this content, President Joko Widodo wants to convey that the welfare of Indonesian children remains a concern of the government in 2024.
22	People Exercising	Through this content, President Jokowi invites the people of Indonesia to cultivate the habit of exercise. People who exercise are placed together with the daily activities of the community, be it for economic activities or other social activities. The President wants to convey to the public to keep exercising in the midst of their daily activities.
23	Street Vendors	Street vendors are one of the symbols of populist economy in Indonesia. Street vendors are able to contribute in the form of providing affordable goods and services for the community, creating jobs, are one of the important chains of national distribution, and become a forum for local creativity and innovation (Ramadhan, 2020). In this content, President Jokowi wants to convey the message that the government supports the people's economy in Indonesia.
24	Content Creator	The industry or work as a social media content creator is currently growing and becoming a trend, especially among young people or Gen Z. Famous Allstars or FAS influencer marketing platform predicts that the content creator industry in Indonesia will continue to grow and can reach a value of Rp 7 Trillion in 2027 (Burhan, 2022). In this content, President Jokowi wants to show his support for the creative industry, especially content creators.
25	Jokowi	The position of President Joko Widodo in the content is placed among the community with various activities carried out. In this content, President Jokowi wants to convey the message that he is close to the people, and pays attention to the lives of his people.

## CONCLUSION

The study revealed interesting findings in the "*Selamat Tahun Baru 2024*" content posted on January 1, 2024. Through the application of Ferdinand De Saussure's semiotic theory, the analysis of the Happy New Year 2024 greetings on the @jokowi Instagram account identified 25 distinct contents, each carrying its own significance. For instance, the content "Installation of Electrical Installations" symbolizes Jokowi's message regarding the nearly complete achievement of equitable electricity distribution in Indonesia, as reported by PLN in 2023, with 76,900 villages and settlements now electrified.

Furthermore, the content "Health Services" signifies Joko Widodo's emphasis on prioritizing healthcare services across Indonesia, evident in the planned 2024 health budget of Rp. 186.4 trillion, constituting 5.6% of the total state budget, an increase of 8.1% or Rp 13.9 trillion from 2023. Additionally, subtle political messages were embedded in the upload, such as the presence of a horseman near President Joko Widodo, symbolizing a connection to a

Presidential candidate known for his horse-riding communication style, namely Prabowo Subianto. This analysis underscores that the Happy New Year 2024 upload serves not only as a platform for conveying hope and gratitude but also encapsulates diverse meanings within each content, offering a comprehensive overview of Indonesia's developmental milestones.

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