

HINTS TO MAYOR ELECTION: GENRE ANALYSIS OF THE POLITICAL ADVERTISEMENT ON AMINULLAH – ZAINAL POSTERS IN ACEH

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ABSTRACT

Political advertisement – sub-genre of promotional advertisement, takes an important role in the election, particularly Mayor Election. Hence, this study made an effort on analyzing the element of this genre. The four posters from Aminullah – Zainal were the samples analyzed in this study. Likewise, the data were elaborated descriptively through genre analysis. Furthermore, Barron’s framework (2012) was employed as an instrument to collect the data about rhetorical patterns (RP). The result of this study revealed that all of the political posters followed the rhetorical pattern of Barron framework. In addition, the seven moves suggested by Barron are the obligatory features of Aminullah – Zainal posters.

Keywords: political advertisement, genre analysis, rhetorical pattern.

INTRODUCTION

Advantages of promotional genre in this current situation in which all of the “things” are required to be promoted attract many scholars to do a research on it. One of the benefits offered in advertising is supporting government’ effort toward national building (Vencateswaran, 2016). According to Holden (2001), the advertisement aims are not only selling the product or thing but also attaining the “cultural capital” by presenting the value to the consumer. The

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definitions of advertising have been discussed by many experts. According to Cook (2001, p. 2), advertising is a topic which both causes and reveals existing social division. He also adds that current issues are always shown in the advertisement form in which this issue can be used as a topic in the discussion session. In other words, the material content in the advertisement can be the references for students, particularly for ESP students.

Studying advertisement in ESP on the surface level means understanding the genre of advertisement, more precisely, the way particular discourses construct a genre, reasons for constructing a genre, and the way particular genre is colonized considering the functions of language (Bhatia, 2016, p. 145). These are the main questions that are to be answered by ESP students. Therefore, this sub-genre, advertisement, need to be researched to give further explanation about genre itself. Nevertheless, Bhatia (2004, p. 60) states that the communicative purpose, lexico-grammatical, and move-structure are the terms displayed in genre, but they differs from contextual configurations.

Moreover, the progression of rhetorical pattern (RP) study have been increased in recent decade. The works from many researchers can be a starting point to conduct this study such as Yongqin's (2013) work on the RP of Malaysian hotel advertisement, Luo's study (2016) on the RP of American tourism brochure, Ananda, Fitriani, Samad and Patak's research (2019) pertaining the cigarette advertisement, Samad and Adnan's study (2018), Samad and Fitriani's work (2017), and Samad, Fitriani and Yusuf's research (2017). The last three studies attempted to find the RP of thesis defence examination applied by Indonesia university students including in Aceh. The students refer to the candidates who were promoting their thesis, while the examiners were the target readers and the voters. Moreover, the gaining certificate to graduate was the main goal. The last research was done by Halle (2017) who studied political advertisement in the USA Presidential Election 2016. Hence, this article makes an attempt to analyze the political advertisement used by the Mayor of Banda Aceh during the regional head election (*pilkada*) 2017.

LITERATURE REVIEW

Genre Focus

Researchers have defined genre in many different ways. Swales (1990, pp. 8-10) defines genre as forms in particular discourse with the purpose in achieving the communicative purpose through “socio-rhetorical” activities of writing. Analyzing genre means investigating the other specific field of study construct, interpreting and using the genre to achieve the community goals and why they write them the way they do (Bhatia, 2002, p. 6). Furthermore, according to Miller (1984, p.165), learning a genre includes learning its linguistic forms, conventions and ‘how to participate in the actions of a community’ (cited in Henry & Roseberry 2001, p. 153). Therefore, genres are characterized in terms of the communicative purposes that they fulfil.

In addition, Bhatia (2012a, p. 19) asserts that in the early form, genre study only focused on helping teachers to enhance their pedagogic in teaching English at ESP classroom. Then, this study to be more popular and beneficial tool in analyzing academic and professional genres for more than thirty years. In addition, Deng, Chen, and Zhang (2014, p. 6) state that genre analysis has three crucial aspects, namely the surface level or known as linguistics aspect, social logical concern, and psychological-cognitive or tactical aspect of analysis. The above aspects can be chosen to be the focus of study. Furthermore, they also add that it is better for international students to have “genre knowledge” of various texts to make them able to produce not only one genre or sub-genre in one academic field of study but also various genres or sub genres in various academic fields of study (Deng, Chen, & Zhang , 2014, p. 8).

There are a series of move in analyzing genre proposed by Swales (1990). The moves also known as Swales’s CARS Model. The purpose of these moves is to find out the particular purpose within the text, thus each move can fulfil the overall purpose of the genre by its contribution in some ways. Then, Luo and Huang (2015, p. 201) stated that Bhatia developed CARS model and summarized the generic structure of application writing. Then, he developed a model in advertisement with nine rhetorical moves and sub divided strategies. In addition, the term of genre also relates with the term of culture.

Theoretical Framework of Advertisement

It is undeniable that many researchers have conducted genre analysis on the various genres of text, particularly advertising. There are many frameworks to do this study, one of which is theoretical framework by Bhatia (2004). Bhatia developed Swales' CARS Models (1990) into nine moves complete with each sub-move or step (Bhatia, 2004, p. 65). Analyzing "move" in genre analyzing means analyzing the choice of lexico-grammar and specific form of text organization (Bhatia, 2012b, p. 268). According to Swales (1990) and Bhatia (1993) these definitions are known as "move" in professional genre.

Furthermore, Bhatia develops these moves in order to analyze the rhetorical pattern in promotional genre. Political advertisement is under colony promotional genre which offer similar communicative goals. In addition, the researchers distinguish the features of each move into the obligatory and optional. According to Samad, et al (2017, p. 64), "Obligatory and optional steps are drawn in this RP. The obligatory are those commonly found, while the optional are uncommonly found in a specific communicative event. In this research, the researchers used Barron's framework (2012, p. 109) in conducting this study. Barron summarized Bhatia's framework into seven moves shown on the table below:

Table 1. The comparison of Bhatia's Framework and Barron's Framework

Moves	Bhatia's Model	Barron's Framework
Move 1	attracting readers' attention	Capture Attention
Move 2	targeting the market	Give audience detailed of reasons/ upcoming change
Move 3	justifying the product or service	Detailed strategies for participation
Move 4	detailing the product or service	Justifying change
Move 5	establishing credential	Incite audience Participation
Move 6	celebrity or typical user endorsement	Solicit further action
Move 7	offering incentives	Establishing credibility
Move 8	using pressure tactics	
Move 9	soliciting responses	

RESEARCH METHODOLOGY

The descriptive qualitative design was implemented in this study. The application of this research design is able to elaborate more detailed about the natural phenomenon without doing experiment (Creswell, 2009). The study focuses on the posters, billboards and banners of the candidate which are uploaded in the public site www.google.com. The research cope with the rhetorical pattern used by candidate. Furthermore, qualitative and quantitative design were applied in this study. The data were analyzed through genre analysis as an approach in gaining the data.

RESULTS AND DISCUSSION

Table 2. Brief Description of Structural Move Analysis

Moves	Strategies	Features
Move 1: Capture Attention	<ul style="list-style-type: none"> Form-Based Strategy Emotion-Based Strategy Attention Management Strategy : Use of dramatic statement 	Obligatory
Move 2: Give audience details of recent/Upcoming change	Using repetition in the form of image and slogan	Obligatory
Move 3: Detailed strategies for participation	The combination solicit further action by providing public services : public site, mobile phone number, the company name of advertisers, the logos of supporting parties, and so forth	Obligatory
Move 4: Justifying Change	Claim change is good and Detailed benefit change	Obligatory
Move 5: Incite Audience Participation	Self-efficacy realized via image Offer further information or	

	services	
Move 6: Solicit Further Action Sub-move: Offer further information/services	Indirect offers: declarative sentence	Obligatory
Move 7: Establishing credibility	Uses slogan, refers to broader picture, refer to legal status of campaign, offers further information/service and vice versa.	Obligatory

Analysis of Move 1: Capture Attention

The move of capturing attention is important aspect in the advertisement. Barron (2012, p. 110) states that “without attention of the target audiences, a text cannot fulfil any of its other function(s)...” In the Acehnese political advertisements, this move is obligatory move. It is shown from the headline of the Aminullah Usman – Zainal Zainal’ advertisements. Headline is crucial element that must contain in the ads (Oglivy, 1989, p. 27). In capturing attention the headline should be short and interesting. Due to the fact that posters, billboards and banners are usually placed in the sidewalk, people do not have time to stop their vehicles in the road just to read the ads. Furthermore, another strategy in capturing attentions is by providing visual resources including unusual colors, different font sizes, smiling face and so forth (Figure 1).



Figure 1. Poster of Aminullah – Zainal

Analysis of Move 2: Give Audience Details of Recent/ Upcoming Change

Giving audience details of recent/upcoming change here means the advertisers offer incentives to the consumers when purchasing the product. In the political cases, this move is used to deal with the candidates' vision and mission toward the region. Basically, the promises are different from the last Mayor. Every candidate should make a "signature style" of themselves. The "signature style" here means a word as the representative of candidates' style to lead the government system or called slogan (Figure 2). Therefore, this move is an obligatory move of Aminullah – Zainal's advertisement. As asserted by Barron (2012, p. 124), "Indeed, the inclusion of this move would point to political aim for the campaign,...."



Figure 2. Poster Aminullah – Zainal

Analysis of Move 3: Detailed Strategies for Participation

Providing additional information about how to participate in the particular community is the definition of this move (Barron, 2012, p. 129). For example, there are public sites or also known as *call-visit-information* in the semiotics. The use of call-visit-information is to inform the reader as well as voters how to get further information about Aminullah – Zainal. According to Yuen (2004, p. 174), "usually, call – visit – information is in small print and non – salient, comprising contact information as to where, when, how the product / is available to the consumer". This move was an obligatory move on the ads. In addition to the features of the move, the promoters combine two moves: detailed strategies for participation and solicit further action. In addition, the number two (2) with yellow color in the center of the image indicates that by choosing number two, the constituents have been participated with the candidate programs (Figure 3).



Figure 3. The move of Detailed Strategies for Participation of Aminullah – Zainal

Analysis of Move 4: Justify Change

According to Barron (2012, p. 131), there are three sub-moves in justifying change, namely *claim change is good*, *detailed problematic situation* and *detailed benefits of change*. Claim change is good and detailed benefits are implied in this move. For instance, the words “*energi baru untuk Banda Aceh*” (new spirit for Banda Aceh) and “*mewujudkan Banda Aceh yang gemilang*” (the realization of glorious Banda Aceh) are the examples of ‘claim change is good’. Besides, the detailed benefits of change are included in the Aminullah – Zainal’ programs. There were 21 programs that they sketch in the Figure 4.



Figure 4. The Move justifying change of Aminullah – Zainal

Analysis of Move 5: Incite Audience Participation

Reaching the target number of voters through advertisement is by inciting audience participation or persuading voters. Inciting audience participation is an obligatory move used by Aminullah – Zainal. The candidates provided logos from other parties who supported them. In

addition, they use smiling face to indicate that they are modest and nice persons. These strategies are called self – efficacy realized via image.

Analysis of Move 6: Solicit Further Action

As abovementioned solicit further action is usually combined with move 2. The purpose of this move is to persuade people to give further respond toward the particular message (145). In the candidates' ads, they use *offer further information/service* sub-move. The public sites are straightforwardly seen in the bottom of the image presented in the two posters of the candidate. Other two posters used declarative sentence. For example, "*Banda Aceh gemilang*" (glorious Banda Aceh) and "*gerakan suara rakyat*" (voice of folks) are the example of declarative. These sentences were used to draw "show of hands" from folk. The respond here means implicitly that the electorates would choose them as the Mayor of Banda Aceh. This move is an obligatory move.

Analysis of Move 7: Establishing Credibility

The last move is establishing credibility. This move is accustomed to creating trust-building with readers to confidently choose them as the Banda Aceh' delegation in government system. The trustworthy and the reliability of the message communicated on the advertisement can be seen on the whole images. There are some strategies to inaugurate credibility; such as using slogan, referring to broader picture and legal status of campaign, offering further information/service and vice versa.

CONCLUSION

As a final point, the rhetorical patterns proposed by Barron (2012) are obligatory for political advertisement of Banda Aceh mayor candidates. Both advertisers and ESP students should have a better knowledge to produce good advertisement. Attracting target readers to purchase the advertisers' service is the goal of advertisement itself. Therefore, this study provides valuable information about how to produce good advertisement by considering the advertisement of winning candidates who gained their voters successfully.

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