

ISMIL 13  
Lombok, 6-7 June, 2009.

## Typical Campaign Language of the Legislative Candidates

By: *Yusrita Yanti*  
*Universitas Bung Hatta/LTBI Universitas Atma Jaya*  
Email: [yusritay@yahoo.com](mailto:yusritay@yahoo.com)

### Abstract

This paper deals with the Indonesian language used by the legislative candidates (LC) in their campaign. During the political campaign, the candidates try to influence thinking and to motivate action of the people; they try to convince and encourage their supporters that they are the best to be elected for the legislative members. In order to win the election they create slogans or mottos that express an idea, a belief or purpose in the banner advertisements. This aims to attract people attention and to persuade them to choose the LC. According to Lucas (2001) their ability in choosing the words and tailoring them effectively determines their success. In this paper, the writer would like to discuss the linguistic features of the slogan in terms of syntactic and semantic features, lexical choices, and pragmatic aspects. The data used in this research were taken from the banner advertisements. The analysis will be based primarily on the theoretical framework proposed by Leech (1966, 1983), O'Grady (1997), Lucas (2001), Mey (2001), and Cutting (2002). From the data collected, the writer identifies (1) the syntactic features of the slogans that consist of phrases, short sentences, elliptical sentences, imperative and minor sentences; (2) the lexical features in term of the flattery words, emotive or evaluative adjectives, the use of the first and second personal pronouns, acronyms, rhetorical devices like repetition and alliteration; and (3) pragmatic aspects, it will be discussed the presuppositions, the deviation of politeness principles, and the strategy used by the LC in choosing the words.