PRAGMATIC MEANINGS OF VISUAL SOCIO-POLITICAL MULTIMODAL DISCOURSE IN THE PERSPECTIVE OF CRITICAL PRAGMATICS
(Makna Pragmatik Wacana Multimodal Visual Sosial-Politik dalam Perspektif Pragmatik Kritis)

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Abstrak

Fokus utama penelitian ini adalah makna simbolik dan informasi yang terdapat dalam wacana sosial-politik yang berkaitan dengan tahun politik. Data dikumpulkan dengan menggunakan pendekatan auditori yang dikombinasikan dengan metode pengamatan dan dokumentasi. Pendekatan auditori yang digunakan dalam pengumpulan data adalah melalui metode perusal sebagai dasar pendekatan pengumpulan informasi. Melalui analisis teliti terhadap teks-teks ini, data yang sesuai dengan fokus penelitian diidentifikasi. Selama proses tersebut, dilakukan pencatatan untuk merekam data penelitian yang diperoleh. Data yang terkumpul kemudian diidentifikasi, dipilih, dikategorikan, dan akhirnya ditranskripsi untuk menghasilkan jenis dan klasifikasi data. Analisis data dilakukan dengan mengaitkan data dengan konteksnya. Dalam penelitian ini, digunakan pendekatan pragmatis kritis untuk mengungkap empat lapisan signifikansi yang berhubungan satu sama lain. Keempat interpretasi pragmatis ini diuraikan secara bertahap: (1) Makna pragmatis yang mencerminkan kritik terhadap perilaku serakah dan tidak jujur dari sejumlah pejabat publik tertentu, (2) Makna pragmatis yang melibatkan kritik terhadap dan dorongan terhadap perilaku jujur, benar, dan adil dari tokoh publik tertentu, (3) Makna pragmatis yang berfungsi sebagai pengingat bagi para wakil publik untuk mengadopsi pendekatan yang etis dan sehat dalam politik, menahan diri dari penyuapan demi kekuasaan, (4) Makna pragmatis yang menyoroti pentingnya para pejabat di berbagai level kekuasaan untuk menunjukkan kebijaksanaan mengingat pengaruh besar dari media sosial.
Kata-kata kunci: *makna pragmatik; wacana sosio-politik visual multimodal; ruang publik nyata; pragmatis kritis*

Abstract

The primary focus of this research is to uncover the symbolic and informational meanings present in the socio-political discourse surrounding the political year. Data were gathered through the utilization of the auditory approach coupled with the practices of perusal and documentation. The auditory technique, employed for data accumulation, was executed by implementing the perusal method as the fundamental approach for data collection. Through meticulous examination of these texts, datasets aligned with the focal point of this research were identified. Additionally, the process involved the adoption of note-taking practices to record the acquired research data. The gathered data were subsequently subjected to identification, selection, categorization, and eventual typing to generate data classifications and types. The analysis of the data was executed by establishing connections between the data and its surrounding context. The research employs a critical pragmatic approach, uncovering four interconnected layers of significance. Four pragmatic interpretations are outlined progressively: (1) The pragmatic meaning entails a critique of certain public officials' greedy and deceitful behavior, (2) The pragmatic sense involves criticizing and igniting honest, true, and equitable conduct by specific public figures, (3) The pragmatic context serves as a

reminder to public representatives to uphold a virtuous and healthy approach in politics, refraining from resorting to bribery for power, (4) The pragmatic facet highlights the need for officials in various spheres of power to exhibit wisdom considering the significant influence of social media.

Keywords: *pragmatics meanings; multimodal visual socio-political discourse; public space; critical pragmatics*

INTRODUCTION

The period leading up to the presidential and vicepresidential elections in Indonesia is a political year full of various kinds of socio-political intrigue. These intrigue phenomena appear in many visual socio-political discourses that abound in public spaces, both physical and virtual. This kind of socio-political discourse is interesting to study, and the results of the research need to be described so that people can be more critical in responding to the various socio-political discourses around them, with various social impacts and escalations. The critical pragmatic perspective is used in research on socio-political discourse in this political year because it highlights the goals of social concern, the struggle for justice, and exposure of the truth that will be revealed in this study. This research is not only seen from a pragmatic perspective, as stated by Korta & Perry (2010), but also pays attention to the perspective of critical discourse from various experts who have often been used to observe socio-political texts (Korta & Perry, 2010 and Ledin & Machin, 2019). A more detailed explanation of the theories underlying this research and the theoretical framework will be described in subsequent sections.

It is crucial to emphasize that the primary focus of this research is to uncover the symbolic and informational meanings present in the socio-political discourse surrounding the political year, i.e., 2023-2024. Aligning with the research problem formulation, the objective of this study is to depict the symbolic and informational intentions of socio-political discourse during political years. Symbolic meaning pertains to the significance or interpretations embedded within a symbol, transcending its literal or physical representation. Symbols are graphical representations, emblems, or signs that represent specific ideas, concepts, or objects (Poulsen, 2017; Waskul & Lust, 2004). Frequently, these symbols possess profound and abstract meanings, reflecting complex aspects of life, culture, religion, or philosophy. Symbolism may vary across different contexts, such as in art, literature, religion, and culture.

The informational meaning of a message can vary among individuals, depending on their background, knowledge, and interests. Therefore, it is crucial for the information recipient to carefully process the information, verify its source, and understand the context to make the most of the information. Conversely, for the information sender, it is essential to convey the message clearly, accurately, and promptly, enabling the recipient to grasp its informational meaning effectively. Symbolic-informational meaning heavily relies on the context and interpretation of the information user or recipient (Silk, 2016; Yus, 2017). When symbolism is integrated with information exchange, it enables deeper and more significant communication. As a result, humans can communicate and comprehend messages

that are more intricate than using mere words or data.

Socio-political discourse pertains to conversations or discussions about social and political matters that concern the community. These discussions involve diverse perspectives and views from various groups, including academics, activists, politicians, and the general public. The primary objective of socio-political discourse is to comprehend, analyze, and discuss crucial issues related to social and political life, as well as to seek solutions or initiatives to address existing problems (Rahardi, 2019). Socio-political discourse plays a significant role in influencing public policies, raising public awareness, and shaping public opinions regarding different social and political issues. The dialogues and debates within this discourse contribute to the process of shaping a more inclusive, equitable, and democratic society.

THEORETICAL FRAMEWORK

Multimodality refers to an approach in which information is communicated or presented using various modes or methods simultaneously. These communication modes may include written text, images, sound, video, animation, color, and interaction. In the current era of digital technology advancement, multimodality has become increasingly crucial due to the diversity of media and communication platforms available (Bezemer & Jewitt, 2018; Peñarroja, 2020). The advantage of this approach lies in its ability to enhance audience engagement, understanding, and retention. By utilizing multiple communication modes, information can be conveyed in a more comprehensive and captivating manner, aiding the audience in absorbing and retaining the content more effectively. Additionally,

multimodality promotes inclusivity by accommodating various individual preferences and learning styles. Nonetheless, it is essential to exercise caution and effectiveness in the use of multimodality to ensure that the message remains clear and avoids causing confusion. Overusing these elements may lead to a lack of focus in the message and diminish the effectiveness of communication. Therefore, it is vital to carefully select and integrate multimodal elements to convey the message accurately and efficiently.

Visual multimodality refers to the simultaneous utilization of diverse visual elements in communicating or presenting information. It involves the integration of visuals, such as images, graphics, icons, colors, typography, and other design elements, to convey messages or present information in a more captivating, lucid, and effective manner. In the contemporary era of digital and graphic design, visual multimodality has become a prevalent approach across various domains, including graphic design, social media, marketing, presentations, and education (Mujiyanto & Fitriati, 2019; Mulyawan, 2020). Visual multimodality has the advantage of delivering messages more compellingly and convincingly, as humans tend to respond more actively to visual elements and process information in the form of images more easily than plain text. However, it is crucial to consider communication objectives and target audiences when employing visual multimodality. Careful selection of visual elements is essential to support the intended message and enhance audience comprehension and engagement. The concept of multimodality holds significant importance in the works of Gunther Kress, a communication and language theorist. Kress is a prominent figure in the study of multimodality and has made substantial contributions to

understanding how different modes of communication are employed in the presentation and representation of information.

In his works, Kress (2015) underscores the expanded scope of language and communication, which no longer solely relies on verbal or written forms but encompasses numerous modes of visual and audiovisual communication (Senft, 2012, 2014; Kress, 2015). He examines how these diverse modes can be integrated and interact with one another in texts or presentations. The multimodal communication encompasses text, images, sound, color, layout, motion, and other visual symbols. Kress (2015) outlines several key concepts related to multimodality. He emphasizes the importance of understanding modes, which are the various communication channels used in texts or presentations, each with its own distinct way of conveying meaning. Among these modes, there is often a dominant mode that plays the central role in delivering the primary message, exerting the greatest influence on the audience's understanding. Kress also stresses the significance of visual design in shaping how a presentation or text is received, noting that elements such as layout, color scheme, size, and placement of visuals are crucial in communicating meaning and guiding audience perception. Finally, he highlights the concept of intermodality, pointing out the importance of how different modes interact with one another to create a cohesive and effective message.

Gunther Kress' influential work has left a significant impact on various disciplines, including linguistics, media studies, graphic design, and education. His development of the multimodality approach has led to a more comprehensive understanding of communication, enabling researchers and practitioners to better grasp how messages and information are effectively conveyed across diverse forms of media and communication contexts. While multimodality and pragmatics are distinct fields of study, they can be interconnected in the analysis of human communication (Bezemer & Kress, 2016). Multimodality is an approach that considers diverse modes or methods of conveying messages within a single context. These communication modes encompass written text, images, sound, video, gestures, visual symbols, and other design elements.

The study of multimodality explores how modes interact to convey more intricate and nuanced meanings. It delves into how humans communicate through various media and environments that extend beyond traditional written or spoken words. In contrast, pragmatics is a branch of linguistics that focuses on the formation of meaning in social contexts, as well as the encoding, decoding, and usage of messages in communication. Pragmatics addresses aspects such as implicature, the role of context in interpretation, and how messages are adapted to fit communication situations (Korta & Perry, 2010; Wodak & Meyer, 2016). By combining the multimodality approach with an understanding of pragmatics, a deeper comprehension of how messages are conveyed, received, and understood in diverse communication situations—across various modes and social contexts—can be achieved.

Pragmatics is a discipline that examines implicature, speech acts, utterances, and other linguistic elements pertinent to the objectives of human communication and interaction. There is an interconnectedness between multimodality and pragmatics when conducting a comprehensive analysis of communication. During communication in any context, individuals often employ

multiple modes of communication to effectively convey their messages and understand others' messages. In such instances, meaning goes beyond mere spoken or written words and incorporates facial expressions, intonation, body movements, and the overall communication context (Pranowo, 2018).

Similarly, in presentations or multimedia advertisements, the use of images, video, and sound can enhance the primary message being conveyed and influence how the audience perceives the message. In pragmatic studies, multimodality holds importance in understanding utterances and implicatures within communication because visual and audio elements can also convey pragmatic meanings. Overall, multimodality and pragmatics complement each other as fields of study, aiding in the analysis and comprehension of the intricate nature of human communication in diverse contexts and media. Pragmatics in the virtual context pertains to communication conducted through digital technology or the internet, where individuals interact and exchange messages online or in virtual forms. In this environment, various modes of communication are commonly utilized, such as written text, instant messaging, email, social media, video calling, and web conferencing (Rahardi, 2022; Yus, 2017, 2019). Research on pragmatic aspects in virtual contexts encompasses how humans communicate online, the formation of meaning in virtual interactions, and the operation of social norms and language in digital environments. Several relevant aspects of pragmatics in the virtual context are as follows: *Distinctive Modes of Communication*: Virtual modes of communication have unique characteristics that influence human interactions. Pragmatic implicature (implied meaning) is also frequently derived from understanding the context and culture in the digital environment.

Adaptation of Communication Norms: Communication in a virtual environment often requires adapting to specific communication norms to correctly interpret messages. For example, the use of excessive capital letters in text can be perceived as shouting. *Social Interaction and Identity Roles*: Virtual environments see differences in social interactions and identity roles compared to face-to-face communication. People can present themselves in diverse ways and interact with individuals from various cultural and linguistic backgrounds. *Strengths and Challenges of Virtual Communication*: Pragmatics in the virtual context also examines the strengths and challenges of online communication. Research on pragmatics in the virtual context has become increasingly significant due to the internet and digital technology's role in everyday life. Understanding how humans communicate online aids in comprehending the dynamics of human interaction within an evolving digital environment (Cornelius & Marston, 2009; Verdonck & Maye, 2016).

Pragmatics and critical pragmatics are distinct approaches in the study of language and its meaning within the realm of human communication. Pragmatics, a branch of linguistics, delves into how the context of communication impacts the interpretation of language's meaning. This field covers aspects like utterances, implicatures, speech acts, the role of context, and other language-related elements relevant to the purpose of communication and social interaction. In pragmatics, the emphasis lies in comprehending how language's meaning is formulated and understood by speakers and listeners in diverse communication scenarios. Critical

pragmatics takes a more extensive approach to comprehending language and its meaning, going beyond the confines of conventional pragmatics (Attardo, 2000; Korta & Perry, 2010; Ledin & Machin, 2019). This approach places a strong emphasis on critically analyzing language and communication as instruments of power, ideology, and social dominance. Its objective is to understand how language can be utilized to influence perspectives, behavior, and social constructs within society.

Critical pragmatics seeks to identify ways in which language is employed to create social inequality, perpetuate power structures, and sway public opinion. Additionally, it explores the social and political impact of language in various contexts, such as mass media, advertising, political rhetoric, and popular culture. Overall, pragmatics and critical pragmatics are distinct approaches in understanding language and human communication. Pragmatics focuses primarily on context analysis in shaping language's meaning within social interactions, whereas critical pragmatics extends this analysis by considering aspects of power and social domination in language usage (Murray, 2009; Sperber & Wilson, 2012).

The primary distinction between pragmatics and critical pragmatics lies in their focus and objectives of analysis. Pragmatics primarily centers on understanding the meaning of language in communication interactions, whereas critical pragmatics takes it a step further by incorporating a critical analysis of power and ideology inherent in language and communication (Korta & Perry, 2010). In critical pragmatics, three key aspects are of concern: Power Analysis: This aspect delves into how language is wielded to influence and manipulate the perspectives and actions of others. Language can serve as a tool to bolster power structures or subvert social dominance. Ideological Analysis: Critical pragmatics explores how language reflects and generates ideologies or worldviews connected to specific political and social interests.

Language can be instrumental in disseminating or defending particular views within society. Social Domination Analysis: This aspect examines how language is employed to reinforce or challenge structures of social power and domination. Language can be utilized to perpetuate social inequality or to foster social awareness and transformation (Nikšić Rebihić & Smajović, 2021; K. Rahardi, 2019). Critical pragmatics finds extensive application in the analysis of complex texts and discourses, particularly in fields such as media, politics, and various social domains. This approach combines conventional pragmatic analysis with a critical understanding of language as a potent instrument in shaping human cognition and behavior.

Critical pragmatics is an approach that integrates traditional pragmatic analysis with a critical perspective, addressing language as a potent tool of power, ideology, and social dominance. Prominent scholars in this field include Norman Fairclough, Teun A. van Dijk, and Ruth Wodak, who have significantly contributed to comprehending the role of language in social and political interactions. Norman Fairclough, an English linguist and applied linguist, is particularly renowned for his contributions to critical text analysis and the critical study of language. He stands as a leading figure in critical discourse analysis (CDA), a branch of the critical pragmatic approach. Fairclough's critical approach highlights the interconnectedness between language, power, and ideology in discourse (Porn & van Dijk, 2006; Van Dijk, 1977). It

investigates how language and discourse are utilized to reflect and influence power dynamics, while also exploring how dominant ideologies are embedded in discourse and shape people's perspectives and behaviors.

Key characteristics of Fairclough's critical approach are as follows: Triangular Analysis: Fairclough employs a triangular analysis method to examine discourse, encompassing text analysis, social practice analysis, and discursive practice analysis. This approach considers macro, mezo, and micro aspects within the social context to understand the role of language and discourse in society. Interdisciplinary: Fairclough's critical approach draws from various disciplines such as linguistics, sociology, social theory, and cultural studies to comprehend language within a broader social context. Dominance and Resistance Analysis: This approach scrutinizes how language can be wielded to establish, sustain, or challenge power structures in society (Science et al., 2017; Wodak, 1995). The analysis involves identifying the ways in which the dominant ideology is either defended or countered through discourse.

Critical Transcription: Fairclough employs critical transcription to document spoken interactions and emphasize non-verbal elements like intonation, stress, and body language, which contribute to understanding the meaning of discourse. Multi-layered Text Analysis: Discourse analysis delves into the different layers of meaning in a text, encompassing explicit, implied, and latent meanings. This facilitates a deeper comprehension of how language is utilized to shape ideology and social norms. Fairclough's critical approach has found applications in diverse domains, encompassing politics, media, education, and organizations, to comprehend how language serves as an instrument of social

power and influence. Utilizing critical discourse analysis, Fairclough aims to enhance societal awareness of language and discourse, encouraging greater sensitivity to the power and ideology embedded in everyday communication.

Another notable figure in this area is Ruth Wodak, a linguist and social scientist recognized for her significant contributions to critical discourse analysis (CDA) and critical language studies more broadly. Wodak's critical approach shares similarities with Fairclough's critical approach, as both center on the interconnectedness of language, power, and ideology within discourse. Some key features of Wodak's critical approach are as follows: Critical Discourse Analysis: Wodak employs critical discourse analysis to explore how language and discourse serve to perpetuate, sustain, or challenge societal power structures and ideologies. Ideological Examination: This approach underscores the role of language in conveying and upholding specific social ideologies. Wodak seeks to comprehend how language can influence individuals' perspectives and behaviors, and how it can reflect distinct political and social interests (Wodak, 1995, 2007; Wodak & Meyer, 2016). Consideration of Social Context: Wodak views language as a product of the social environment, shaped by and shaping social, historical, and power contexts. Her analysis always accounts for the circumstances in which discourse is produced.

Multi-modal Discursive Analysis: Wodak's analysis encompasses multi-modal elements, encompassing written text, spoken language, images, and other visual components. This enables a comprehensive understanding of how meaning and ideology are conveyed through diverse communication modes. Interdisciplinary Approach: Wodak's approach integrates concepts and theories

from various disciplines, such as linguistics, sociology, political science, and cultural studies, to gain a holistic understanding of discourse. Critical Identity Analysis: Wodak is also interested in critically analyzing identity, exploring how language shapes social constructions of identity, including group identity, gender identity, and ethnic identity. Wodak's research has been applied in diverse fields, including politics, media, education, and organizational studies, to reveal and comprehend the role of language in shaping human cognition and behavior within society. The ultimate goal of Wodak's critical approach is to foster critical awareness of the power of language and discourse, empowering individuals to be more discerning of manipulation and ideology embedded in everyday communication (Wodak, 1995; Wodak & Meyer, 2016).

Teun A. van Dijk, a Dutch linguist, has made significant contributions to critical discourse analysis (CDA) and the exploration of ideology and power within language. His critical approach emphasizes the intricate relationship between language, power, and ideology in society. Some key characteristics of Teun A. van Dijk's critical approach include: Analysis of Cognitive Structures: Van Dijk's approach involves analyzing cognitive structures in discourse, delving into how specific thoughts, beliefs, and values are reflected in language and communication. Examination of Dominant Ideology: Van Dijk is interested in how language and discourse can perpetuate and reinforce the prevailing ideology in society. This analysis explores how language influences human perspectives and actions according to the interests of certain groups. Analysis of Power and Discrimination: This approach investigates how language is employed to

mirror and bolster power dynamics and social discrimination, with an emphasis on ethnicity, gender, and other forms of social discrimination (Porn & van Dijk, 2006; Van Dijk, 1977).

Analysis within Social Context: Van Dijk always takes the social context into account when studying discourse. He acknowledges that language and communication are influenced by specific social, cultural, political, and historical factors. Analysis of Power Structure and Stability: Van Dijk examines the structure and stability of power in society through the analysis of language and discourse, exploring how these discourses shape broader social and political relationships. Van Dijk's critical approach has been applied in various fields, including media studies, politics, education, and cultural studies, to understand and reveal the ways in which language and discourse shape human cognition, behavior, and society as a whole (Gumperz & Cook-Gumperz, 2008; Jourdan & Tuite, 2006). The ultimate aim of this approach is to cultivate a critical awareness of how language is utilized to influence, manipulate, and reinforce existing social ideological and power structures.

RESEARCH METHOD

The essence of this study lies within its descriptive and qualitative nature. As indicated by the title, the focus of this research centers on deciphering the emblematic and informative connotations embedded within socio-political texts found in virtual public domains, approached from the standpoint of critical pragmatics. Accordingly, the information utilized for this investigation encompassed selected fragments of discourse that encapsulate the emblematic and informative nuances inherent in the aforementioned socio-

political texts. Moreover, the primary source of substantial data for this study consisted of socio-political texts that emerged during the political year preceding the general election in 2023-2024 for the presidential and vicepresidential positions.

Data were gathered through the utilization of the reading approach coupled with the practices of perusal and documentation. The reading technique, employed for data accumulation, was executed by implementing the perusal method as the fundamental approach for data collection (Alison Mackey, 2005; Fendt & Sachs, 2008). Scrutiny was directed towards written materials encompassing emblematic and informative implications interwoven within socio-political subjects during the period leading up to the country's presidential and vicepresidential elections. Through meticulous examination of these texts, datasets aligned with the focal point of this research were identified. Additionally, the process involved the adoption of note-taking practices to record the acquired research data.

The gathered data were subsequently subjected to identification, selection, categorization, and eventual typing to generate data classifications and types. The categorized data, which served as data types, were then subjected to triangulation by consulting pertinent experts to ensure data validity. The significance of data validity through triangulation is particularly pronounced in qualitative research, such as investigating the emblematic and informative implications of socio-political texts during this political period. This importance stems from the fact that the data collected and authenticated substantially influence the accuracy and dependability of the data analysis outcomes.

The process of data triangulation was extended to encompass both theoretical and methodological dimensions. This form of data triangulation was meticulously executed to ensure harmony between the research data obtained, which pertains to the emblematic and relational roles of socio-political texts, and the core tenets of the pertinent theories and research approach employed (Brannen, 2005; Richards & Rodgers, 2010). It is worth emphasizing that the research data in this study underwent triangulation not only by consulting experts but also by aligning with relevant theories and employing suitable research methodologies. This comprehensive triangulation procedure ensures the authenticity and readiness of the data for subsequent analysis methods.

The subsequent phase involved the process of data analysis. The approach utilized to dissect the data was the contextual type analysis method. The analysis of the data was executed by establishing connections between the data and its surrounding context, especially the theories of contexts in pragmatics. As a result, it can be accentuated that the data analysis methodology employed in the examination of the emblematic and informative connotations within socio-political texts during this political year is the extralinguistic equivalent analysis approach. This comparative technique was undertaken by correlating extralinguistic contextual elements within pragmatics with the emblematic and informative meanings embedded within these socio-political texts. This correlation of extralinguistic contexts ensures the accurate interpretation, recognizing that not all symbolic and informative meanings can be solely derived from the linguistic dimension. The importance of considering factors beyond the linguistic elements gains utmost importance when attempting to

uncover the profound emblematic and informative meanings embedded within these socio-political texts existing in virtual realms.

The execution of the contextual equivalent analysis method entailed several distinct phases: an initial phase of interpretation, an evaluation of the outcomes of this interpretation, and the subsequent presentation of the interpreted data. The results of the research were effectively conveyed through an approach characterized by informal presentation, employing everyday language as opposed to the rigid and standardized protocols often found in the natural sciences. The overview of methodological procedures for exploring symbolic and informative significance within socio-political texts in the virtual public realm can be seen in the following table.

Tabel 1. Overview of Methodological Procedures for Exploring Symbolic and Informative Significance within Socio-Political Texts in the Virtual Public Realm

Step	Description
1.	**Problem Formulation and Methodology Implementation**
	Crafting the Research Issue for Exploring Symbolic and Informative Connotations within Socio-Political Texts in Virtual Public Sphere.
	Utilize qualitative and explanatory research approaches.
2	**Data Collection**
	Make use of statements displaying symbolic and informative implications within socio-political texts in online public domains.
	Classify data origins into substantive and situational categories.
	Primary data source: Extracts of statements embodying symbolic and informative connotations within socio-political texts in virtual public domains.
3	**Contextual Analysis of Data**
	Utilize qualitative analysis to explore linguistic occurrences within situational data.
	Thoroughly examine data to identify dominant phrases, expressions, and interactional trends that convey symbolic and informative implications within socio-political texts in online public spheres.
	Examine linguistic selections, patterns of intonation, and contextual elements that impact the symbolic and informative implications within socio-political texts in online public domains.
4	**Data Triangulation and Analysis**
	Gather information employing engagement, recording, and documentation methods.
	Categorize and characterize data for the purpose of identifying data categories.
	Display data tabulation for the purpose of theoretical triangulation with pertinent theories.
5	**Application of Contextual Analysis Method**
	Evaluate and construe data within critical pragmatic contexts.
	Apply a matching approach, aligning utterance context with extralinguistic equivalence in the analysis method.
6	**Research Findings**
	Emblematic and informative connotations within socio-political texts in online public domains.
7	**Conclusion**
	Present a concise overview of the discoveries and their significance to the fields of linguistics, critical pragmatics, and studies related to linguistic landscapes.

DISCUSSION

This study involves an analysis of socio-political texts disseminated in the public domain during specific political periods, focusing on their symbolic and informational aspects. The research employs a critical pragmatic approach, uncovering four interconnected layers of significance. These four pragmatic interpretations are outlined progressively: (1) The pragmatic meaning entails a critique of certain public officials' greedy and deceitful behavior, (2) The pragmatic sense involves criticizing and igniting honest, true, and equitable conduct by specific public figures, (3) The pragmatic context serves as a reminder to public representatives to uphold a virtuous and healthy approach in politics, refraining from resorting to bribery for power, (4) The pragmatic facet highlights the need for officials in various spheres of power to exhibit wisdom considering the significant influence of social media. In the subsequent exposition, each of these pragmatic interpretations will be elaborated upon in detail.

The pragmatic meaning criticizes the greedy and dishonest attitudes and behavior of certain public officials

Greed refers to a trait or behavior characterized by an excessive desire to acquire more possessions, wealth, or profits, often without considering the needs or rights of others. Greedy individuals tend to experience a perpetual sense of dissatisfaction and lack empathy towards others. Those driven by greed are typically discontent with their current possessions and constantly seek to amass more, often disregarding the potential social consequences or impacts of their actions. On the other hand, dishonesty can be defined as an intentional act where an individual hides fact, provides inaccurate information, or distorts the truth for a specific purpose, with the intention of misleading or deceiving others. This reflects a lack of integrity in communication and behavior. People who engage in dishonesty often violate ethical principles that emphasize the importance of honesty in everyday social interactions.

In the provided data, a tangible illustration of both greed and dishonesty is presented through an image depicting a specific official attired in formal attire and receiving a high-quality suit along with a substantial amount of money. The officials portrayed as recipients of bribes seem to belong to different levels within an organization, ranging from lower to higher positions. This scenario is commonly understood as an instance of bribery, symbolizing behaviors rooted in greed and dishonesty, often on a large scale or involving multiple parties. Thus, the primary purpose of this socio-political representation through visual media is to criticize the avaricious and dishonest behaviors exhibited by certain public officials, a phenomenon frequently observed within the country. The hope is that such critique will stimulate positive changes in attitudes and behaviors, contributing to the overall improvement of social conditions. Given this, a more thorough examination of the illustration in data 1 is essential.

Data 1:

Source:
https://www.google.com/search?rlz=1C1GCEA_
enID1067ID1067&sxsrf=AB5stBiJHTQGfQnqB
SENGwMvTl3nbXP88g:1690129493579&q=ga
mbar-gambar+politik&tbm=isch&sa=X&ved=2
ahUKEwje59qAn6WAAxUwTGwGHRXYCUE
Q0pQJegQIDRAB&biw=1440&bih=775&dpr=2
#imgrc=FSE7vidjoc6pMM&imgdii=eep5KKPU
QYDjlM

Disrespectful conduct and demeanor are also evident in the illustrative examples of the socio-political context presented in data 2 below. This portrayal showcases that a public official need not resort to complex speeches or sophisticated rhetorical tactics when garnering support in general elections. By wielding a substantial amount of money as a means to entice potential voters, the aspiring candidate for public office can practically ensure their triumph in the realm of political competition and rivalry. Individuals with lesser education may still succumb to campaign strategies that offer monetary incentives, as clarified in this specific portrayal. Conversely, more enlightened and progressive societies are less susceptible to manipulation through such methods, as highlighted by the reliance on money-driven politics depicted above.

The central message intended to be conveyed through this visual representation, both symbolically and informatively, is that a public official should refrain from depending on the practice of money-driven politics while conducting their campaign. Such an approach tends to evoke skepticism among many observers. Individuals who possess progressively refined critical thinking skills and a broader expanse of knowledge are inclined to scrutinize the adoption of money-driven politics throughout the campaign process, as depicted in the illustration. The symbolic and informative implications encapsulated within these depictions can be more profoundly comprehended through a meticulous analysis of the provided images.

Data 2:

Source:
https://www.google.com/search?rlz=1C1GC EA_enID1067ID1067&sxsrf=AB5stBiJHT QGfQnqBSENGwMvTl3nbXP88g:1690129 493579&q=gambar-gambar+politik&tbm= isch&sa=X&ved=2ahUKEwje59qAn6WAA xUwTGwGHRXYCUEQ0pQJegQIDRAB& biw=1440&bih=775&dpr=2#imgrc=YiHeeg si1wBheM&imgdii=kRlCTovKmDPBrM

The pragmatic meaning of criticizing is to inflame honest, true, and fair attitudes and behavior of certain public officials

The visual representation within data 3 vividly portrays the genesis of deceit within the realm of campaign fundraising during general elections. The provenance of campaign finances comes under scrutiny, prompting the local community to fervently advocate for transparency regarding these funds. This underscores the potential emergence of dishonesty in the process of accumulating political funds, a concern that carries substantial weight within society. Smaller-scale communities' champion attitudes and behavior imbued with honesty, truthfulness, and equity, all with the overarching goal of driving societal shifts towards improved conditions. By upholding principles of transparency and ethical conduct, society at large aspires to ensure that political pursuits and campaigns remain untouched by any shadow of dubious practices. Anticipations rest heavily upon public officials to epitomize the role of exemplars, standing steadfastly in defense of the principles of veracity and fairness. Through the demonstration of forthright attitudes and behavior, they hold the potential to kindle positive transformations within society's fabric.

The critical pragmatic approach underscores a devoted concern for catalyzing societal reform, steering the course toward a heightened state of

affairs. This analytical methodology not only dissects and evaluates prevailing circumstances but also seeks to unearth constructive remedies and propel advantageous alterations. In summary, the concepts of truthfulness and justice play a pivotal role in shaping a well-functioning society. The collective must fervently labor towards eradicating avarice, deceit, and detrimental behaviors within the sphere of political practices and campaigns. By wholeheartedly embracing candid and equitable dispositions and conduct, while simultaneously holding aloft the beacon of integrity, the community aspires to set in motion favorable transformations, steering resolutely toward an environment that embodies impartiality, equilibrium, and harmony for all members. A critical pragmatic approach lays the cornerstone for pinpointing challenges and prospects, becoming a guiding light on the path to achieving not just an enhanced state but also a more robust and enduring societal transformation.

Data 3:

Source:
https://www.google.com/search?rlz=1C1GCEA_
enID1067ID1067&sxsrf=AB5stBiJHTQGfQnqB
SENGwMvTl3nbXP88g:1690129493579&q=ga
mbar-gambar+politik&tbm=isch&sa=X&ved=2a
hUKEwje59qAn6WAAxUwTGwGHRXYCUE
Q0pQJegQIDRAB&biw=1440&bih=775&dpr=2
#imgrc=kRlCTovKmDPBrM&imgdii=k_pIf7Ak
zsekZM

The commitment to upholding attitudes and conduct that reflect integrity, honesty, and fairness is vividly portrayed in the visual representation presented in data 4 below. The conduct of general elections, a fundamental cornerstone of democratic participation, unfortunately remains vulnerable to the corrosive influence of money-driven politics, a problem that has persisted from the past into the present era. The relentless pursuit of political power often leads to the endorsement of a range of methods, at times conflicting with established ethical and normative standards. Consequently, achieving genuine justice becomes an elusive goal, as the propagation of deceit and dishonesty during the general election process can yield a superficial victory that contradicts the collective conscience of the populace.

Recent actions and behaviors of political figures starkly illustrate these concerning dynamics. The noble aspirations of an equitable and prosperous society, characterized by both material and moral well-being, are regrettably eroded by actions that lack moral fiber and integrity, driven solely by an unwavering desire for victory. The visual representation within data 4 eloquently conveys this socio-political reality. The critical pragmatic perspective underscores an unwavering dedication to uncover underlying truths and champion justice in circumstances like these. Yet, despite this commitment, the realization of this ideal remains a continual and intricate pursuit, interwoven into the complex journey of democracy and its ongoing democratization process. Critical approaches advocated by esteemed scholars like Wodak, Dijk, and Fairclough play a pivotal role in dissecting and critiquing these intricate socio-political realities. A thorough examination of data 4 would undoubtedly yield a deeper understanding of these pertinent themes.

Data 4:

Source:
https://www.google.com/search?rlz=1C1GCEA_
enID1067ID1067&sxsrf=AB5stBiJHTQGfQnqB
SENGwMvTl3nbXP88g:1690129493579&q=ga
mbar-gambar+politik&tbm=isch&sa=X&ved=
2ahUKEwje59qAn6WAAxUwTGwGHRXYCU
EQ0pQJegQIDRAB&biw=1440&bih=775&dpr
=2#imgrc=0Dfnz3JPmfLdRM

The pragmatic meaning reminds public officials to act and behave in a healthy manner in politics by not paying bribes for power

The intricate interplay between language, society, and authority has been explored extensively by a multitude of experts and researchers. Language serves not only as a conduit for sharing ideas and concepts in human communication and interaction but also holds the capacity for illocutionary and perlocutionary functions, which can yield far-reaching and, at times, inappropriate socio-political ramifications. It is within these latter scenarios that the profound significance of language becomes evident, as it grapples with an inherent dysfunction, straying from its intended purpose within the societal framework of linguistic norms.

Language, originally intended to be a tool for cooperative interaction, aimed at fostering mutual understanding, paradoxically finds itself compromised by behaviors and actions that deviate from the expected ethical standards, particularly when exhibited by certain public officials. This intricate situation is vividly portrayed in the illustrative depiction provided in data 5 below. The depiction underscores a critique of undesirable attitudes and behaviors within the context of democracy and its process of democratization, highlighting instances of power-seeking through bribery. The public is urged to maintain a cautious distance from social and political figures who fail to prioritize truth, transparency, and justice in their pursuit of authority.

Data 5:

Source:
https://www.google.com/search?rlz=1C1GCEA_
enID1067ID1067&sxsrf=AB5stBiJHTQGfQnqB
SENGwMvTl3nbXP88g:1690129493579&q=ga
mbar-gambar+politik&tbm=isch&sa=X&ved=2
ahUKEwje59qAn6WAAxUwTGwGHRXYCUE
Q0pQJegQIDRAB&biw=1440&bih=775&dpr=2
#imgrc=0Dfnz3JPmfLdRM&imgdii=0X-
msCnK6jG1NM

The potential risks associated with bribery within a democratic framework encompass a range of factors that hold the capacity to erode the integrity and transparency of democratic processes. This could result in substantial adverse repercussions for the democratic system as a whole. The subsequent elements elucidate the dimensions that possess the potential to undermine the integrity and transparency intrinsic to the democratic process: Political Corruption: The intrusion of bribery into political realms can potentially culminate in corruption, thereby undermining the very foundations and operational efficacy of the democratic system. The practice of bribery holds the potential to exert undue influence over political decision-making processes, a sphere that ideally should be guided by the broader public interest, but may be supplanted by individual or factional motivations. Distortion of Electoral Processes: The existence of

bribery can engender distortions within the electoral framework, casting a shadow upon the authenticity of election outcomes. Aspirants who succumb to substantial bribes may amass an undue advantage in self-promotion and the manipulation of voter sentiments, thereby neglecting the fundamental principle of equitable representation that is pivotal to the democratic process.

Neglect of Public Welfare: The prevalence of bribery can divert the attention of elected representatives from their duty to uphold the interests of the general populace, veering them towards prioritizing the preferences of specific individuals or groups that offer bribes. This shift in focus may lead to policy decisions that fail to cater to the broader societal welfare. Disparity in Access and Influence: Bribery may widen disparities in terms of access to political avenues and influence. Those endowed with substantial financial resources can exploit this advantage to secure greater access to elected officials or to exert influence over the policy formulation process. Erosion of Public Confidence: The revelation of bribery instances within political circles can erode public trust in democratic institutions and the credibility of elected officials. Such a scenario can foster disillusionment and diminish public support for the democratic fabric. Disruption of Democratic Mechanisms: The infusion of bribery into the democratic machinery can sow discord by casting doubt over the legitimacy of election outcomes and political verdicts, thereby compromising the foundational principles of democratic stability. Accountability Vacuum: Bribery could breed an environment where public officials remain answerable not to the general populace but to the benefactors of the bribes, effectively undermining the checks and balances crucial to a robust democracy.

Diminished Commitment to Equity: The existence of bribery can undermine the principle of equity and adversely affect candidates or parties lacking substantial financial resources, thereby impeding a level playing field in the electoral process. Compromised Long-Term Viability: Bribery that taints the current democratic landscape can imperil the future trajectory of a nation, potentially leading to subpar political decisions that fail to account for long-term interests. To safeguard the sanctity and transparency of democracy, it is imperative to take concerted measures, encompassing more stringent regulations pertaining to campaign financing, robust law enforcement mechanisms to counter bribery, and fostering public awareness regarding the perils and detrimental consequences of bribery within the political sphere.

The pragmatic meaning reminds public officials in various areas of power to act and behave wisely to support democracy and democratization

Democracy is a system of government in which power and authority are held by the community or citizens as a whole. The basic principles of democracy include political participation, human rights, elections, protection of minority groups, transparency and government accountability. In the context of democracy, political decisions are made through a process of consultation, dialogue and elections, where every citizen has the opportunity to participate in making decisions that affect their country and society. On the other hand, democratization refers to the process by which a country or a society moves from an authoritarian government or a more centralized form of government towards a more democratic direction.
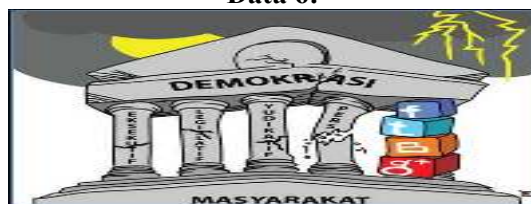
Steps to democratization can include political reform, changes to laws and constitutions, elections that are more open and fairer, establishment of democratic institutions such as parliaments and political parties, protection of human rights, and the development of a political culture that supports the active participation of citizens. However, the process of democratization is often full of complex challenges and changes. Changes from authoritarian regimes to democracy can take a long time and be fraught with obstacles such as resistance from existing interest groups, internal conflicts, or political instability. Recent trends in socio-political events have been of deep concern due to their detrimental impact on the democratic system as well as the democratization efforts that have been deployed and strengthened over the decades. This phenomenon involves key aspects of government structures, such as the executive, legislative, and judiciary, all of which are affected by controversial events.

The critical analytical perspective, which has been compiled and studied by experts such as Dijk, Wodak, and Fairclough, sheds light on the essence of the struggle for truth and justice in this sphere. This struggle is clearly illustrated in the 6th data illustration, which illustrates the challenges and contradictions that arose in the process of democratization. Various fundamental questions regarding integrity, transparency, and public participation in political decision-making are the main focus of this analysis. On the other hand, a critical pragmatic approach, as developed by Korta & Perry, explores avenues for formulating positive social change. This understanding has important significance in dealing with socio-political challenges that paralyze democracy. A focus on effective transformation and structural improvement is a key pillar in efforts to revitalize weak democratic systems. When democracy is in crisis or even on the verge of collapse, it should be remembered that change is not instantaneous. Robust and sustainable transformation requires careful attention to aspects such as public policy, institutional development, and the creation of a supportive political culture. The 6th illustrative data creates a strong foundation for further research, enabling deeper exploration of the complex dynamics involved in the journey of democratization.

In conclusion, current events in the socio-political realm have created a situation that threatens democracy that has been pioneered for a long time. In order to deal with this challenge, a critical analytical and pragmatic perspective helps to understand the root of the problem and direct the necessary changes towards a more stable and inclusive social condition. The 6th illustrative data is an important milestone in opening the door to further knowledge and in-depth understanding of the dynamics of democratization and its future prospects.

Data 6:

Source:
https://www.google.com/search?rlz=1C1GCEA_enID1067ID1067&sxsrf=AB5stBiJHTQGfQnqBSENGwMvTl3nbXP88g:1690129493579&q=gambar-gambar+politik&tbm=isch&sa=X&ved=2ahUKEwje59qAn6WAAxUwTGwGHRXYCUEQ0pQJegQIDRAB&biw=1440&bih=775&dpr=2#imgrc=IS_FQOZV4pDhqM&imgdii=PpCnP0VSJff4CM

CONCLUSION

This study adopts a critical pragmatic approach, revealing four interconnected layers of meaning. These pragmatic interpretations are presented in a progressive manner: (1) The first interpretation critiques the corrupt and deceitful behaviors of certain public officials, (2) The second highlights a call for the promotion of integrity, truthfulness, and fairness among specific public figures, (3) The third interpretation emphasizes the responsibility of public representatives to maintain virtuous and ethical conduct in politics, specifically by refraining from resorting to bribery as a means to gain power, and (4) The fourth underscores the necessity for officials across various sectors to exercise prudence and wisdom, particularly in light of the considerable influence exerted by social media.

The study's findings are, however, limited by the scope of the data analyzed, as it primarily draws from virtual public spaces. In reality, socio-political discourse during election years extends beyond these digital environments, infiltrating physical public spaces as well. Future research endeavors should broaden the data set to encompass these real-world contexts, thereby enhancing the representativeness and robustness of the findings. Scholars with similar research interests are also encouraged to explore these themes, as further investigation into the pragmatic meanings of socio-political texts during electoral periods is crucial for a comprehensive understanding of the phenomenon.

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