

Research Article

Attitude's Framing of Political Figures in Social-Media during the Pre-Election Campaign 2024

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ABSTRACT

This research evaluates the attitudes framing of political figures in social media during the pre-election campaign 2024 by using an appraisal system analysis approach in Systemic Functional Linguistics (SFL). The main objective of this research is to examine how the three-candidates, Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, framed their political image through social media (Twitter). The data were obtained from the posts of each candidate in the period 1-13 February 2024 and analyzed using a qualitative-descriptive method with the UAM CorpusTool. The results showed that each candidate has a different communication strategy in shaping their political image. Anies Baswedan accentuates the aspects of sincerity and honesty. Prabowo Subianto presents himself as a hardworking and reliable figure. Meanwhile, Ganjar Pranowo emphasized ethical values and morality. This research confirms that social media is an important tool in building candidates' political image through language selection and framing. The findings contribute to the study of political communication and political campaign strategies in the digital era.

Keywords: Framing; Political Image; Social Media; Appraisal System; Election

1. INTRODUCTION

Establishing a political image during the pre-election campaign is becoming the first stage in gaining the votes. Moreover, the political image that is formed become a strategy of marketing in politics during the pre-election (Astutik, 2016). Presidential campaign, which part of political communication, is shown to provide an overview to the public, such as how the candidates will work. In this case, the mass media plays an important role during the election process. The mass media guides the public to be able to connect various political reality activities so that they are easy to understand and can be followed, one of which is the campaign presented on social media. The campaign displayed on social media is one form of advancement in information and communication technology that changes the course of communication and political campaigns. Both political parties and individual politicians use social media as a direct interactive tool for the public. The emergence of social media as a campaign tool has significant potential. This is because social media has the ability to cover a wide audience, interact directly with the public, and present creative and interesting campaign news information (Moekahar et al., 2022).

During the presidential campaign, especially in the 2024, it became the most discussed news issue on social media. Many political activities are displayed on social media, both from the political parties themselves and from personal accounts belonging to presidential candidates. In addition to showing political activities, social media is also used to build a political image even long before the election. In the 2024 presidential election political campaign, candidates created new mechanisms and images to campaign for themselves (Cobis & Rusadi, 2023). Political images built on social media can strengthen the branding that has been built to gain the trust of the public. As well as, a positive image that can synchronize self-identity, offer attractive political products, and instill a strong persona that is attached to the public (Muttaqin & Fadhlain, 2020).

Previous studies on political framing through social media have been done previously. For example, the research conducted by Latuperissa (2022), in examining the pattern of reciprocal relationships between social media users (Instagram) and the elected Governor of DKI Jakarta Anies Baswedan. Based on the results of content searches in the form of images and texts, show that three main points shape Anies Baswedan's image, namely, performance reputation, spiritual values,

and personal politics. In addition, there are also political public relations approaches used by Anies in each of his uploads in shaping the self-image of Anies Baswedan. In addition, Aminulloh and Fianto (2023) studied the discourse and political image of presidential candidates on social media using the Critical Discourse Analysis (CDA) approach as their research method. The results showed that the issue of canceling the arrival of the Israeli national team in Indonesia can affect the popularity and electability of political figures who will advance to become presidential candidates in political contestation ahead of the 2024 elections. In addition, the strengthening of the image of presidential candidates can be known by using Fairclough's theory in Critical Discourse Analysis. Rif et al., (2024), explained that through Fairclough's theory, the image of presidential candidates can be explored in depth. For example, understanding how political advertising products on social media, one of which is Instagram, can influence public perception and take advantage of political dynamics in the context of the presidential election. This research shows how social media has an important role in contemporary political campaigns, as well as its implications for democracy and public political participation.

The previous studies have shown the important role of social media in supporting political communication, as well as building a political image during the election period. In addition, the study of political discourse as a study which focuses on language as the main capital in reproducing and shaping political reality. However, the three previously mentioned studies tend to examine how the context of the meaning contained in the text. Meanwhile, an in-depth approach is needed to be able to show the image of political figures displayed and the essence of emotions conveyed based on the choice of words used. In this case, the assessment of the language patterns formed needs to be analyzed more deeply and evaluate the language displayed on social media, especially how each candidate pair displays framing to the public. One of them is by using an appraisal approach (Pasaribu, 2019). The appraisal system is a development of the interpersonal meaning function contained in the theoretical framework of Systemic Functional Linguistics (SFL). The appraisal system explores the concept of language evaluation in expressing the writer's stance based on the language that is used. This makes it easier for readers to understand the writer's position, point of view, and attitude. Martin and White (2003) explained that the appraisal system consists of three appraisal systems, namely attitude to assess the essence of the emotions involved, the source of the attitude to assess the source of the text or where the text comes from, and graduation to see the sharpness of the meaning of the language used (Jin, 2019).

Appraisal research, especially in political discourse, is used to be able to show the essence of emotions, points of view, and the stance of the authors involved. Zerback and Wirz (2021), used the appraisal approach to analyze the characteristics of political messages that can trigger emotional reactions (anger or sadness) of social network users delivered on social media Facebook. The result is that message posts that contain emotionally dominant writing, either sadness or anger posts, can trigger readers' emotional reactions, this refers to the shape of the emoji characters made in accordance with these posts. In addition, Sudiyan and Emzir (2020), used an appraisal approach in assessing the emotional language used against two candidates for the 2019 elected Indonesian president contained in online news texts. Meanwhile, Arkida et al. (2022) used appraisal analysis, especially the attitude framework to show the function of language as a social interaction system. And can show the realization and implications of language evaluation in news reports in shaping the framing of political figures with different political positions. These studies illustrate how the appraisal approach is used to provide an explanation of the use of evaluation language and its persuasive point of view with details as linguistic evidence that represents the characteristic value of the text creator. However, most of these studies have not reconstructed the findings to show the characteristic and behavioral patterns of the text creators in forming a framing, especially the personas displayed by the candidates through social media. Thus, this makes a research gap, namely, the realization and implications of the appraisal system in shaping the framing of public images of political figures. Meanwhile, the relation to political image framing is how each of the candidates forms an image as branding and the appraisal system is used to show the interpersonal function in the upload texts of the presidential candidates around the 2024 election. Thus, this study aims to examine the use of appraisal language in framing the image of political figures' attitudes on social media (X) during the pre-election period of 2024. This process enables us to evaluate the characteristics and persona of each presidential candidate in each of their posts.

2. RESEARCH METHOD

To identify the characteristics and personas towards the three candidates, Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo on social media X (twitter), this research using a qualitative-descriptive as a research method. This implies that

the data collected is more descriptive in nature. This is because in linguistic research, the data used are in the form, function, meaning, and context of use of linguistic units called focus determined boundary. The object of this research consists of primary data, that is, uploaded texts about the 2024 presidential election campaign before the election day (February 1-13, 2024). The texts were collected from each of the three candidates accounts on Twitter, Anies Baswedan (@aniesbaswedan), Prabowo Subianto (@prabowo), and Ganjar Pranowo (@ganjarpranowo). Furthermore, the appraisal system approach is used by using the attitude system assessment framework in reviewing each upload on the personal accounts of the three presidential candidates. Attitude concentrates on the emotional reactions shown in order to build social values, mainly in the form of framing, towards what is conveyed with their communication partners. Attitude assessment includes three criteria, namely, affect (includes emotional reactions involved), judgment (characteristics or attitudes of a person's behavior), appreciation (phenomena or objects). In the research design, the texts that form the framing of the three candidates focusing on attitudinal images that will reviewed and evaluated in depth with the appraisal attitude system. This research uses manual annotation (attitude system), which is assisted by corpus appraisal feature, UAM CorpusTool. Furthermore, the texts are assessed based on the assessment of the appraisal attitude system, where the attitude assessment will show an assessment of the attitude and character from each candidate based on the text-posted on their official account (Twitter). The following is an image of the attitude assessment construction and a table of assessment criteria based on the appraisal attitude system.

Table 1. Criteria assessment

No.	Appraiser	Appraising text	AFF	JUD	APP
			+/-	+/-	+/-
1.					

3. RESULTS AND DISCUSSION

The study results in this study show the assessment of the attitude system of each uploaded text of the three presidential candidates found on the X (twitter) account uploaded during the 2024 presidential election campaign approaching the election period (February 1-13, 2024). The attitude system assessment is categorized into three assessment criteria, namely, affect, judgment, and appreciation. The results showed the existence of positive and negative assessment categories from each of the three attitude assessment criteria, namely affect, judgment, and appreciation. The following are the findings based on each of the three presidential candidates' uploaded texts:

3.1 Attitude Assessment of Anies Baswedan

Table 2 The attitude analysis of Anies Baswedan

Source of Data	Attitudes	AFF		JUD		APP	
		+	-	+	-	+	-
01/2/24	30	15	0	7	0	7	1
02/2/24	39	19	0	11	0	9	0
03/2/24	25	12	0	12	0	1	0
04/2/24	5	0	0	0	0	5	0
05/2/24	14	4	0	6	0	4	0
06/2/24	12	0	0	8	0	4	0
07/2/24	17	1	0	6	0	10	0
08/2/24	12	1	0	4	0	7	0
09/2/24	46	12	0	18	0	16	0
10/2/24	52	11	0	18	0	23	0
14/2/24	18	7	0	9	0	2	0
Total	270	82	0	99	0	89	1
	%	29.8%		36.0%		32.4%	

Based on the **Table 2**, from 11 text posts that uploaded during February 1-13, 2024 by the presidential candidate with serial number 1, Anies Baswedan, it is dominated by judgment as much as 99 with a percentage of 36%, surpassing affect as much as 82 with a percentage of 29.8% and appreciation as much as 89 with a percentage of 32.4%. Judgment relates to attitudes, behaviors, principles, and ethics that show character assessment (in this case framing) formed by the creator of

the text. Then, appreciation relates to the assessment or view made by the text creator towards 'something' or things related to objects, phenomena, or things that are not related to humans, and affects the assessment of the level of emotions and feelings shown by the writer.

Based on the judgment category of Anies Baswedan's 11 posts, it is dominated by veracity + (related to the sincerity of the text creator) as much as 41 or 41.4%. Then, followed by tenacity + (how reliable) as much as 28 or 28.3%, propriety + (related to morals and ethics) as much as 16 or 16.2%, capacity + (related to skills) as much as 8 or 8.1%, and normality + (how special/normative) as much as 6 or 6.1%. By showing the dominance of veracity + value, it can be said that the framing shown by Anies Baswedan is sincerity, honesty, and truth shown in every post written. As shown in the example sentence:

(1) “Sehingga mereka dapat merasakan kesetaraan yang selama ini didambakan.”

(Eng) “So they can experience the equality that have been longing for.”

(2) “Bismillah.”

(Eng) “In the name of Allah.”

(3) “Kita perjuangkan perubahan sama-sama.”

(Eng) “Let's fight for the new reformation together.”

From these examples (1), (2), (3) are identified as veracity, and mostly positive (+) meaning. Most of the posts from Anies Baswedan during the campaign showed the dominance of veracity+. The selected words and sentences from each of his postings have positive words as in some of the examples shown. This is certainly an important point of how Anies can attract sympathy from the people. The use of “we” seems to make the people feel involved. This means that the values of the promised struggle also have a big share of the society in it and how Anies can appreciate the people who want that reformation. One of which is the expected voice support in order to carry out his vision and mission.

In comparison, appreciation has the second highest number which is 89 with a percentage value of 32.4%. Appreciation relates to the valuation (other than human) of the entity's composition in accordance with the aesthetic standards that have been applied. Of the 89 or 32.4% generated, it is dominated by social valuation + (ideational value) as much as 39 or 39.1%. Then, followed by reaction + (affection from the reaction of the text creator) as much as 32 or 32.3%, and composition + (perception and view of the text creator) as much as 16 or 16.2%. For the appreciation assessment, which is dominated by social valuation +, it shows how the desire for something that is valuable and beneficial to the whole community. In this case, it includes the work program, vision, and mission promised to the people of Indonesia. As in the example sentence:

(4) “Mewujudkan Indonesia adil makmur untuk semua.”

(Eng) “Creating a fairly and prosperously for Indonesia.”

(5) “Negara yang tidak pelit kepada rakyat.”

(Eng) “A country that is not stingy to the people

(6) “Semakin jelas visi perubahan yang akan kami bawa.”

(Eng) “It's obvious the vision of reformation that we bring.”

At these points, social valuation + leads to how the vision and mission that will be brought by Anies as a potential president to Indonesia. Social valuation in appraisal system leads to the ideational values of the writers, and how they can build the given standard. In this case, the social valuation + shown in Anies' posts is the proposed work program, vision, and mission. In each of texts that talk about the vision and mission and the promised work program, it can be seen from the points written, and provide clarity and useful contributions to society. Seen in several examples above, one of them is by campaigning for the mission and vision of new reformation.

The last is affect, which occupies the third position with the assessment of the dis/inclination + category (assessment of desires related to an object, person, etc.) dominating, namely 31 or 37.8%. Next, followed by un/happiness + (including the emotions of the text creator's mood) as many as 28 or 34.1%, in/security + (including feelings of calm or anxiety in a person) as many as 13 or 12.2%, and dis/satisfaction + (including feelings of happiness due to an achievement or frustration) as many as 10 or 12.2%. Then, based on the emotional assessment dominated by dis/inclination +, it shows the emotion of the expected desire for change. As in the example sentence:

- (7) “Insyallah kedepan.”
 (Eng) “Inshallah in the future”.
 8) “dapat terlaksana.”
 (Eng) “can be accomplished.”
 (9) “AMINNajadulu.”
 (Eng) “AMINfirst.”

The use of positive words shows the good hopes shown by Anies. In examples (7), (8), and (9) show the value of dis/inclination + or hopes and desires from Anies, which is reformation. In the text displayed, the dis/inclination + assessment leads to the hopes and desires of Anies, which is to be elected as President of Indonesia so that his programs can be implemented. Based on the results of the entire attitude assessment of the texts written by Anies Baswedan, it can be assessed how the framing of the characters created shows the sincerity, honesty, and desire of Anies Baswedan to provide better and more beneficial changes for the community. With the lack of emotion or feelings shown, which has been measured based on the assessment of affect in each uploaded writing, it shows that Anies Baswedan does not show how he is emotionally. Rather, it shows more about his character, ethics, behavioral form, and perspective on things.

3.2 Attitude Assessment of Prabowo Subianto

Table 3. The attitude analysis of Prabowo Subianto

Source of Data	Attitudes	AFF		JUD		APP	
		+	-	+	-	+	-
01/2/24	33	5	0	13	0	15	0
02/2/24	11	3	0	6	0	2	0
03/2/24	4	1	0	2	0	1	0
04/2/24	14	2	0	7	0	5	0
06/2/24	10	2	0	6	0	2	0
08/2/24	7	1	0	3	0	3	0
09/2/24	6	2	0	2	0	2	0
11/2/24	11	4	0	4	0	3	0
Total	96	20	0	43	0	33	0
	%	20.8%		44.0%		34.4%	

Then there was potential president candidate number 2, Prabowo Subianto. Based on the data obtained from 8 twitter posts that have been posted during February 1-13, 2024. The dominant attitude assessment shown is judgment, which is 43 with a percentage of 44%. After that, it was followed by appreciation with 33 with a percentage of 34.4%, and affect with 20 with a percentage of 20.8%. The results obtained are not much different from the previous assessment, namely judgment which dominates over appreciation, and affect.

In the judgment assessment where the dominant category that appears the most is tenacity + by obtaining 23 or 24%, then for capacity, propriety, and veracity get the same value of 6 in a percentage of 6.3% while normality only reaches 2.1% or as much as 2. In contrast to the results of the analysis of the text from Anies Baswedan which is dominated by veracity, Prabowo's text upload is dominated by tenacity referring to the assessment of how dependable the creator of the text is. By showing tenacity + it is said that the framing shown by Prabowo Subianto is how dependable he is (hardworking, brave, accommodating, etc.) as a President. This refers to several examples of posts that contain tenacity + values:

- (10) “Setiap anak Indonesia harus bisa mengakses sekolah berkualitas tanpa terkecuali.”
 (Eng) “Every student should be able to access a high-quality school system without any exception.”
 (11) “Saya semakin semangat untuk terus berjuang.”

(Eng) "I am getting more enthusiastic to keep in fight."

(12) "Kami akan bekerja keras untuk seluruh rakyat Indonesia."

(Eng) "We will work harder for all Indonesian people."

The examples above are the sentences that contains a tenacity value. All of the texts are tenacity +. Tenacity in the appraisal system is an assessment of the psychological characteristics of the creator of the text. The assessment criteria include (determination, brave, accommodating, heroic, etc.). With the acquisition of a different dominance value in the previous judgment assessment, tenacity, this is certainly a differentiator. Prabowo emphasizes the most important aspects of early childhood, namely equal and advanced education. Tenacity + in the text shows how he as a Presidential candidate can facilitate quality education. From some of the examples above, we can see how the points or sentences lead to the value of tenacity +. As in sentence (10) "should be able to access" how Prabowo will strive for every child in Indonesia to get a proper education and show his seriousness. In sentences (11) and (12) are forms of hard work that will be given and promised to the people of Indonesia.

Then, appreciation occupied as the second highest position, which amounted to 33 or equivalent to 34.4%. Of the total 34.4% obtained, the appreciation category is dominated by social valuation + as much as 20 with a percentage value of 20.8%. Then, reaction + as much as 11 or in a percentage of 11.5%, and composition + gets 2 or 2.1%. For the appreciation category in Prabowo's uploaded text, social valuation + also dominates. This shows a similar focus in the uploaded text that is shown by emphasizing the promised work program and benefits for the people of Indonesia. The following is an example of a sentence that contains social valuation +:

(13) "Semakin baik pendidikan yang diberikan."

(Eng) "The better education we can provide."

(14) "Semakin besar peluang kita menciptakan generasi yang cerdas dan kuat bersaing."

(Eng) "The greater our chances to generate a strong, intelligent and competitive generation."

(15) "Seluruh lapisan masyarakat harus merasakan hidup yang makmur dan adil."

(Eng) "All of society must experience a prosperous and an equal quality of life."

The same thing is shown on the previous analysis, where the points of social valuation + lead to the vision and mission, which is by providing good quality education in order to create a smart generation to face the golden age of 2045. In every text upload from Prabowo, he explains his vision and mission in a straightforward and bold manner. In addition, point by point it is explained by emphasizing the ideational standards and values displayed. For example, "The better education we can provide, to generate a strong, intelligent and competitive generation, and a prosperous and equal generation." These three examples are values from social valuation + (usefulness) which can have an influence on the welfare of the people later. The third position is affect. In this affect category, it is dominated by un/happiness + as much as 10 or 10.4%, followed by dis/satisfaction + as much as 6 or 6.3%, in/security + as much as 3 or 3.1%, and dis/inclination + 1 or with a percentage of 1%. Based on the assessment of emotion or affect in the uploaded text from Prabowo, which is dominated by un/happiness +, it shows the mood and positive emotions that are poured out. As in the example sentence:

(16) "Alhamdulillah, dukungan saudara sekalian."

(Eng) "Thank God for your support"

(17) "Terima kasih atas dukungan luar biasa."

(Eng) "Thank you for the incredible support"

(18) "Selalu bersyukur atas banyak."

(Eng) "Always be grateful."

In the following examples (16), (17), and (18) which show on Prabowo's feelings towards the support from his supporters. Un/happiness + can be seen in the choice of words used. The words "Thank God", "Thank You", and "Grateful" are words

that contain positive values spoken with feelings of joy. Although emotionally the feeling of happiness from the creator of the text is not implicitly shown, it can be seen from the use of the word choices used and the supporting sentences afterwards.

Based on the results of attitude analysis from Prabowo Subianto during the pre-election campaign 2024, it can be assessed how the framing depiction of the character created is a hardworking, brave, and ambitious figure in realizing welfare for all Indonesian people. Especially in advancing a more advanced Indonesian education, in order to achieve the golden Indonesia of 2045. This is in line with the slogan that is always echoed in every upload, namely "Together with advanced Indonesia."

3.3 Attitude Assessment of Ganjar Pranowo

Table 4. The attitude analysis of Ganjar Pranowo

Source of Data	Attitudes	AFF		JUD		APP	
		+	-	+	-	+	-
01/2/24	9	0	0	5	0	2	2
02/2/24	19	6	0	10	0	3	0
04/2/24	2	0	0	1	0	1	0
05/2/24	14	4	0	7	0	3	0
06/2/24	4	1	0	1	0	2	0
07/2/24	6	1	0	3	0	2	0
08/2/24	13	1	0	10	0	2	0
09/2/24	21	4	0	10	0	7	0
10/2/24	10	1	0	4	0	5	0
11/2/24	9	0	0	3	0	6	0
12/2/24	10	1	0	8	0	1	0
13/2/24	5	0	0	1	0	4	0
Total	122	19	0	63	0	40	0
	%	15.6%		51.6%		32.4%	

In this last section of analysis, which comes to presidential candidate number three, Ganjar Pranowo. From the 12 uploaded texts written by Ganjar Pranowo, the attitude assessment that dominates is almost similar to the two previous presidential candidates, namely judgment as much as 63 with a percentage of 51.6%, followed by appreciation as much as 40 or 32.4%, and the last position is occupied by affect as much as 19 or 15.6%. Of course, this is similar where the results of the acquisition of the most attitude scores are judgment, the second top position is appreciation, and the last is affect.

In the judgment assessment, the dominating category is propriety + or assessment of the ethics and morality of the text creator with a score of 20 or 16.4%. After that, the second largest category is capacity +, which is 17 in a percentage of 13.9%, followed by tenacity + as much as 14 or 11.5%, veracity + 9 or 7.4%, and normality + gets 3 or 2.5%. By showing the dominance of propriety + value in the upload text found on social media X, it shows that the framing formed by Ganjar Pranowo is someone who has high ethical and moral values, this can be seen in several uploads listed during the 2024 election campaign period. Here are some examples of sentences that contain propriety values:

- (19) "Langkah pertama adalah menyebarkan pola pikir perempuan dan laki-laki itu setara."
 (Eng) "The first step is to disseminate the idea that women and men are equal."
- (20) "Terimakasih KPU RI, media, dan seluruh pihak."
 (Eng) "Many thanks to KPU RI, press, and all parties involved."
- (21) "Sebuah pesan dari Salman yang akan selalu saya ingat."
 (Eng) "A memorable message from Salman that I will always remember."

In the example (19), the value of propriety is seen in the sentence “the idea that women and men are equal.” The sentence shows how the creator of the text appreciates women and invites people to equalize the idea that both women and men have equal positions. Furthermore, in example (20) where Ganjar thanked the KPU RI, the media, and all parties who took part in organizing the 2024 elections. The value of propriety is seen because the sentence has a full meaning of respect and ethical towards the parties organizing the 2024 elections. Then, in example (21) is a response from Ganjar Pranowo when conducting an interactive dialog with Salman, a person with a disability. From this response, it can be assessed how Ganjar Pranowo respects and appreciates Salman, a person with a disability. By showing a character that has high ethical values and morality, it certainly adds to the positive value of an ideal leader for the people of Indonesia.

The second highest value is appreciation, which reaches 40 or 32.4%. Unlike the two previous presidential candidates, where social valuation + dominates, the appreciation category of Ganjar Pranowo's analysis text is dominated by reaction. The results of the acquisition of reaction + values were 22 or 18%. This is followed by composition + with 10 or 8.2%, social valuation + with 6 or 5.6%, and social valuation - with 2 or 1.8%. The dominance of reaction + shows an assessment of how the natural reaction (involving emotions) of the text creator towards objects, things, or people is objectively and intrinsically assessed. In some of Ganjar Pranowo's posts, it shows the natural reaction of what he is talking about. The following is explained into an example:

(22) “Manado memang luar biasa.”

(Eng) “Manado is truly amazing.”

(23) “Panjenengan semua sungguh luar biasa.”

(Eng) “You are all truly amazing.”

(24) “Hangat, damai dan menentramkan. Matur nuwun, Semarang.”

(Eng) “Warm, peaceful, and calming. Thank You Semarang.”

The reaction values in examples (22), (23), and (24) showed positive reaction emotions given by Ganjar to his supporters. The positive emotions shown show Ganjar's gratitude and admiration for his supporters. This can be seen from the use of word choices displayed in some of his uploaded texts on Twitter. How are the reactions, either from personal posts or responses from some of his followers' posts on Twitter. The reaction assessment in the appraisal system that shows the natural reaction of the text creator refers to values related to affect where emotional reactions are shown. The emotional reaction that has been attached from any human experience and evaluated objectively, intrinsically, and emotionally possesses.

The third position is occupied by affect. The affect category that has been generated based on the appraisal system on attitude assessment process from Ganjar Pranowo is dominated by un/happiness with a total of 14 or equivalent to 11.5%. The next assessment is followed by dis/satisfaction and in/security with the same score of 2 or about 1.6%, and dis/inclination with 1 or 0.8%. Based on the assessment of the affect category in the text uploaded by Ganjar Pranowo where the value is similar to the text uploaded by Prabowo, it shows the positive mood and emotions poured out and written in the text. The following is explained with some examples:

(25) “Sangat luar biasa!!”

(Eng) “It's wonderful!!”

(26) “Kita cinta pangana.”

(Eng) “We love you all.”

(27) “Makasih ya mas.”

(Eng) “Thank You bro.”

In the example above, it is categorized as un/happiness +. This can be seen based on the examples listed, such as “It's wonderful”, “love”, and “Thank You bro”. These three examples have a positive value meaning that involves his mood, namely a happy feeling that leads to his supporters who have attended the grand campaign that was held. In addition to expressing his feelings by using a choice of words with positive sentences, Ganjar tends to use emoticons as an additional

expression of his affection and love for his supporters. In addition, in dealing with comments that contain hate speech, Ganjar tends to reply with jokes, of course with additional emoticons. This shows that the framing constructed by Ganjar is an example of a responsive, jovial, confident and expressive leader candidate.

Based on the results of the attitude assessment of Ganjar Pranowo's text during the pre-election campaign 2024, it can be seen that the framing of Ganjar Pranowo's image on social media is described as respectful, ethical, humble, expressive, and caring. This refers to the choice of words used in each upload text written by Ganjar himself. One of them is the jargon that he always says, namely "Tuanku ya Rakyat, Jabatan Hanyalah Mandate". This means that with full awareness he says that the welfare of the people is above all else, he works for the people. On the other hand, his humble and caring character is shown on how he responds to comments containing hate speech on his social media pages, which tend to respond casually and wisely. Such an attitude shows his unwavering and wise character in the face of some negative comments and remains focused on his main goal of advancing and improving the welfare of his people.

4. CONCLUSION

On the basis of appraisal theory, this study applied an interpersonal analysis method to find out appraisal resources of political figures in social media during the presidential election campaign 2024 and help to construct a politicians image. This study specifically focused on attitudinal analysis in appraisal system. Some features were discovered and summarised based on assessment of the three presidential candidates which was found after collecting the data. The data displayed is an attitude assessment of each presidential candidate. The attitude assessment categories used are affect, judgment, and appreciation. The findings of this study are presented below: First, the attitude assessment on Anies Baswedan where the assessment results are dominated by judgment with 99 scores with a percentage of 36% surpassing affect as much as 82 or 29.8% and appreciation as much as 89 with a percentage of 32.4%. In the judgment assessment, the dominating category is veracity + with a score of 41 or 41.4%. Then, the second highest position is appreciation by reaching 89 with a percentage value of 32.4% with the dominating social valuation + category, namely, 39 or 39.1%. The last position is affect and the dominating category is dis/inclination + with a score of 31 or 37.8%. The second assessment was based on potential candidate number 2, Prabowo Subianto. Same as Anies Baswedan' assessment, the attitude analysis of Prabowo's posts was also dominated by the judgment assessment, which was 43 with a percentage of 44%. This was followed by appreciation with 33 or 34.4%, and affect 20 with a percentage of 20.8%. Prabowo Subianto's judgment category was dominated by tenacity + with a score of 23 or 24%. Then, appreciation was dominated by social valuation + as much as 20 with a percentage value of 20.8%. Finally, affect was dominated by un/happiness + as much as 10 or 10.4%. At last, the attitude evaluation of Ganjar Pranowo's posts. The dominating attitude evaluation is similar to the two previous candidates, that is judgment as much as 63 with a percentage of 51.6%, followed by appreciation as much as 40 or 32.4%, and the last position is occupied by affect as much as 19 or 15.6%. The judgment category is dominated by propriety + as much as 20 or 16.4%. Furthermore, the appreciation category is dominated by reaction + as much as 22 or 18%. Meanwhile, affect is dominated by un/happiness with a total of 14 or equivalent to 11.5%. The final results above showed that each candidate has a different image framing in building their political image. Anies Baswedan accentuates sincerity and honesty in his political narrative, Prabowo Subianto emphasizes assertiveness and commitment in his struggle for Indonesia, while Ganjar Pranowo presents an image as an ethical, responsive, and expressive leader.

Based on the results of the analysis, it can be concluded that the framing of political figures' attitudes in social media during the 2024 pre-election period shows various communication strategies used by each candidate. By using the appraisal system approach, this research reveals how the use of evaluative language affects the construction of the political image that is built. By understanding these framing strategies, this research is expected to contribute to the study of political communication, especially in understanding the role of social media in shaping public opinion and political image. Furthermore, the results of this study can serve as a reference for future leaders in designing effective political communication strategies that have a positive impact on society.

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