

ANALYSIS OF THE ACRONYM WRITING ON THE PRESIDENTIAL ELECTION CAMPAIGN OF THE 2019-2024 PERIOD

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Abstract

This study discusses the renewal carried out by the acronym needed in campaign campaigns for presidential and vice-presidential candidates. To find out the errors related to the acronym that existed in the campaign viewer, this study used a qualitative descriptive method. The results of this study indicate the facts that appear on promotional devices. Mistakes in using this acronym are needed in campaign campaigns for the election of presidential and vice-presidential candidates. The error was issued by a selection error that was too imposing.

Keywords: *acronyms, errors, and campaign props*

Introduction

Indonesian is known by the many terms abbreviations and acronyms that are used daily and spread throughout Indonesia. Abbreviations and acronyms are used in various media, including advertisements as product promotion media, agency names, to presidential candidates' campaign props. This can be seen in campaign props, such as billboards installed in several places that are easily seen by the general public. There are rules in writing abbreviations and acronyms so that they can be understood by the public. However, there are also abbreviations and acronyms that are not understood by the community because each field has its own

abbreviations and acronyms, such as in advertising media, politics, sports, education and other fields. In 2019, Indonesia held a grand event, one of which was to elect a president and vice president. During the electoral process, the election participants were very active in distributing campaign props because elections would be held simultaneously in each region. In campaign props, there is excessive and inappropriate use of acronyms in Indonesian, giving rise to ambiguity in writing.

The use of abbreviations and acronyms is often used in campaigns and it becomes a habit to become a characteristic of political parties in order to attract attention and give an

impression that is easily remembered by supporters of political parties or presidential candidates and prospective vice presidents. Acronyms and abbreviations are used to be attractive and easy to remember by prospective voters. Often in the selection of the acronym do not pay attention to the rules of writing and spelling that are good and correct. Therefore, there are several acronyms in campaign props that are ambiguous and difficult for the reader to understand and cannot understand the purpose of the acronym.

Research on acronym writing errors has been carried out by Hasanah (2018). In his research, there was a grammatical error in Indonesian in an official letter at the Mamben Lauk Village office. The study was supported by Prasetyani (2018) which showed that there were errors in the writing of the acronym in the May 2018 edition of the Lombok newspaper. The two studies described errors in writing Indonesian spelling in the form of letters and acronyms.

In contrast to previous research, the purpose of this study is

to show some errors in writing acronyms on campaign props for presidential and vice-presidential candidates based on the rules of language prevailing in Indonesia. This research is expected to be able to add insight into the acronyms in Indonesian so as to avoid mistakes in the writing of acronyms in various fields.

An acronym is short for a combination of letters or syllables, or other parts written and pronounced as reasonable words (Dewi, Labiran, & Pulung, 2018). Whereas according to Afifah and Hasibuan (2018) acronyms are abbreviations in the form of a combination of initial letters, a combination of syllables, or a combination of letters, and syllables of the series that are needed as words. There are two terms, namely abbreviations and abbreviations. Shortness and abbreviations are the results of shortening and abbreviating processes.

The words in Indonesian in their use are often abbreviated so that the abbreviation arises. The word abbreviation arises because the user of the language requires that the

deciphering of the phrase does not take a lot of time or place. Today, more and more Indonesian people are imposing in terms of making word abbreviations, so that the abbreviation of the word is not in accordance with linguistic rules.

Following are some of the following examples:

1. Abbreviation of title, person's name, greeting, rank or rank followed by a period.

- a. M.B.A. master of Business administration
- b. S.E. sarjana ekonomi
- c. Bpk. Bapak
- d. Kol. Kolonel
- e. A.H. Nasution
- f. Moh. Hatta
- g. S.B. Yudhoyono

2. Abbreviation of the official name of the government institution and state administration, body or organization, and the name of the official document consisting of the initial letters of the word written in capital letters and not followed by a period.

- a. DPR Dewan Perwakilan Rakyat
- b. PGRI Persatuan Guru Republik Indonesia
- c. PT Perseroan Terbatas
- d. KTP Kartu Tanda Penduduk

3. General outcrops consisting of three letters or more followed by one dot for example:

- a. dll. dan lain-lain
- b. dsb. dan sebagainya
- c. dst. dan seterusnya
- d. hlm. Halaman
- e. sda. sama dengan atas

Tetapi :

- a. a.n. atas nama
- b. d.a. dengan alamat
- c. u.b. untuk beliau
- d. u.p. untuk perhatian
- e. s.d. sampai dengan

The Concept of Acronyms

An acronym is an abbreviation in the form of a combination of initial letters, a combination of syllables, or a combination of letters and syllables from a series of words that are treated as words.

1. The acronym of self-name in the form of a combination of the initial letters of the word series written entirely in capital letters.

For example:

- a. LAN Lembaga Administrasi Negara
- b. ABRI Angkatan Bersenjata Republik Indonesia
- c. PASI Persatuan Atletik Seluruh Indonesia
- d. FIP Fakultas Ilmu Pendidikan

2. The acronym of self-name in the form of a combination of syllables or a combination of

letters and syllables from the word series written with the initial letter of capital letters.

For example:

- a. Akabri
Akademi Angkatan Bersenjata Republik Indonesia
 - b. Bappenas
Badan Perencanaan Pembangunan Nasional
 - c. Iwapi
Ikatan Wanita Pengusaha Indonesia
 - d. Kowani
Kongres Wanita Indonesia
 - e. Sespa
Sekolah Staf Pimpinan Administrasi
3. Acronyms that are not self-names in the form of a combination of letters, syllables, or a combination of letters and syllables from a series of words written entirely in lowercase letters.

For example:

- a. Pemilu
pemilihan umum
- b. Radar
radio detecting and ranging
- c. Rapim
rapat pimpinan
- d. Pilkada
pemilihan kepala daerah

Research Methods

This study used a descriptive qualitative method. The type of data in this study is in the form of written words or observed behavior (Bogdan and Taylor in Moleong, 2007). The data collection technique uses documentation techniques, namely by collecting and recording various errors in the campaign props of presidential and vice-presidential candidates. Data were analyzed descriptively qualitatively by describing the errors of acronym writing on campaign props.

Results and Discussion

Based on the results of research conducted on campaign props as the object of research. Researchers have found errors in writing acronyms on campaign props used by presidential candidates and vice-presidential candidates.



Following the discussion of some acronym writing errors that are too forced on campaign props.

Errors are found in the acronym "JOIN", if the acronym stands for the two pairs it will feel less acceptable because the name of the candidate representative is Muhaimin, while the beginning of the name Muhaimin is "Muh". If observed, it is not right because it will cause confusion or other meaning from the reader.

Next on the following poster:



Errors are found in the acronym "Sarung Jokowi" if indeed the acronym stands for "Sahabat Romahurmuzy Pendukung Jokowi" then it is less acceptable because the name from Romahurmuzy is "Ro" while the fragments from the

acronym are "Rung". If observed it is not appropriate because it will cause confusion or other meaning from the reader.

The next error is in the following poster:

There is an acronym error, namely writing the acronym "PAS" which makes it difficult to understand. The acronym is certainly not in accordance with the use of good and true acronyms. The three letters P, A, and S do not represent Prabowo's and Sandiaga's names so that if they are observed, the letters "A" do not represent the names of the two.

Conclusion

The abbreviation is a shortened form consisting of one or more letters. While the acronym is an abbreviation in the form of a combination of initial letters, a combination of syllables, or a combination of letters and syllables from a series of words that are treated as words. Acronyms or abbreviations consisting of two or three letters are recommended should not be used as article titles, except for special cases, because acronyms and abbreviations consisting of two



or three letters can have more than one abbreviation in different languages. Acronyms can be used in all aspects of life as well as in politics. The political world uses acronyms as a means to introduce presidential candidates and vice presidents. In the formation and selection of acronyms in political parties, several errors were found such as the use of numbers in the acronym that was not supposed to be used, as well as acronyms that were not acceptable to our thinking. So for the formation of an acronym, it should pay attention to the following conditions. The number of acronym syllables should not exceed the number of common syllables in the Indonesian word. Acronyms are formed by heeding the harmonious combination of vowels and consonants that are in accordance with the usual Indonesian word pattern. In the articles discussed the

use of abbreviations and acronyms is in accordance with the rules of Enhanced Spelling or EYD.

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