



The Problems of Using Figurative Language (Comparison Contrast, Association, and Emphasis) in the 2024 Presidential Election by Netizens Media: A Stylistic Study

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Abstract

This study aims to analyze the issues surrounding the use of figurative language, specifically comparison, contrast, association, and emphasis, in the discussions of netizens on social media related to the 2024 Presidential Election. Using a stylistic approach, this research seeks to analyze how netizens use figurative language to express political views, criticism, and support for presidential candidates. Data were collected from posts and comments related to the presidential election topic on various social media platforms, such as Facebook, TikTok, and Instagram. A qualitative descriptive analysis method was employed to identify and categorize the use of these language styles. The results show that comparison and emphasis are frequently used by netizens to reinforce opinions and build a positive image of the supported presidential candidates. On the other hand, contrast is more often found in comments containing criticism and political debates. In conclusion, figurative language plays a significant role in the dynamics of social interaction and political communication among netizens on social media, reflecting high public engagement in national political issues. This research contributes to the study of political language and social interaction in the digital era.

Keywords: figurative language, social media, netizens, 2024 presidential election, stylistics

Introduction

In the era of the Industrial Revolution 4.0, social media has become one of the main channels for communication and information dissemination within society. Platforms such as Facebook, Instagram, and TikTok are widely used by netizens as spaces to express aspirations, opinions, and even criticisms, including in the political context. As we approach the 2024 Presidential Election, netizen interactions on social media are becoming increasingly intense, particularly in supporting their preferred presidential candidates or criticizing political opponents.

The phenomenon of using figurative language in political interactions is interesting to study, especially in understanding how netizens utilize their

democratic freedoms. The use of language styles such as comparison, contrast, association, and emphasis is often seen in status updates and comments. Netizens not only participate in political discussions but also use language as a tool to influence public perception, strengthen support, or attack opponents.

Stylistics is a branch of linguistics that studies variations in language use, primarily in creative contexts like literature, but it has evolved to encompass all forms of text, including political discourse and social media communication. Stylistics focuses on how word choices, sentence structures, and rhetorical devices contribute to the effects produced by the text. Figurative language is one of the main objects of analysis in this field.

In this context, the styles of comparison, contrast, association, and emphasis play an important role in shaping political messages on social media. Comparison is used to highlight differences or similarities between presidential candidates or political issues, while contrast shows contradictions or conflicts. Association serves to link different ideas, while emphasis is used to strengthen arguments or political stances of the netizens.

Stylistic analysis allows us to understand how these variations in language styles function in conveying political opinions and influencing audiences. Using a stylistic approach, this study will analyze the choice of language styles used by netizens in political discourse during the 2024 Presidential Election. A focus on stylistics helps uncover the relationship between linguistic choices and the rhetorical effects they produce, whether in supporting presidential candidates or attacking political opponents.

This research is important given the increasing influence of social media in the political arena and the impact of language use by netizens. Analysis of language styles provides significant contributions to the study of stylistics, especially in understanding how the effectiveness of language can influence public discourse and political communication strategies.

Stylistics allows us to better understand how language is used creatively for persuasive, manipulative, or rhetorical purposes in political debates. It also offers insights for political practitioners to develop more effective communication strategies in political campaigns in the digital era.

According to Tarigan in Nurajizah (2021:286), figurative language is divided into four types: comparison, contrast, association, and emphasis. Comparison: made by juxtaposing two different objects with the aim of describing a figurative quality or condition. The two compared objects may be qualities of a person with a particular

object or another entity. Some types include simile, metaphor, personification, and allegory. Contrast: involves exaggerating what is actually meant, whether in terms of quantity, size, or qualities. Its purpose is to capture the reader's attention. Examples include hyperbole, litotes, and irony. Association: involves naming a part to represent the whole or vice versa. Examples include synecdoche, metonymy, and allusion. Emphasis: is used to describe a condition by repeating words. Some types include repetition, antanaclasis, and antanaclasis.

This study aims to analyze the use of figurative language in the 2024 Presidential Election on social media. Using a stylistic approach, this research will uncover how such language styles are used by netizens to express support or criticism in the political arena and their impact on political interactions on social media.

Method

1. Type of Research

This study uses a qualitative descriptive research method. Sugiono in Hasan (2023:61) explains that qualitative research is based on postpositivist philosophy, used to study natural objects where the researcher is the key instrument, data collection techniques are carried out through triangulation (a combination of methods), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization. As Patton stated, the depth and detail of a qualitative method come from a small number of case studies. This is an interesting phenomenon to explore. Case studies become useful when a researcher aims to understand a problem or situation in great depth, where one can identify cases rich with information, meaning that a significant issue can be studied from several examples of phenomena, usually in the form of questions (Assyakurrohim:1). The stages of this research method are: i) field research to obtain primary data, conducted by recording data directly from social media (Facebook, Instagram, and TikTok); and ii) literature

research to obtain secondary data, conducted through books, journals, and related research findings.

2. Research Time and Location

Research Time. This research was conducted over approximately 8 months, starting in May and ending in late October 2024.

Research Location. This research took place in Majene Regency, focusing on social media users on Facebook, Instagram, and TikTok. The researcher selected Facebook, Instagram, and TikTok because these platforms are very popular among netizens.

3. Data Collection Techniques

1) Observation

The researcher will conduct observations by monitoring the activities of social media users (Facebook, Instagram, and TikTok) related to the 2024 presidential election.

2) Documentation

Documentation involves gathering information by recording and noting data obtained from social media (Facebook, Instagram, and TikTok).

3) FGD (Focus Group Discussion)

According to Arka (Waluyati, 2020:76), group discussions essentially solve problems together. This means that each member contributes ideas and opinions in resolving the issue. Group discussion is a learning activity aimed at solving problems together, which leads to better outcomes. In this study, the researcher will conduct group discussions related to the collected data and then draw conclusions based on the data obtained.

4) Data Analysis Techniques

Data analysis is carried out after collecting data from observations and documentation. The analysis will be conducted by categorizing data, classifying it into four categories: Comparison, Contrast, Association, and Emphasis, followed by drawing conclusions. This will lead to various definitions of the problems surrounding the use of figurative language (comparison, contrast, association, and emphasis) in the 2024 presidential election by netizens on social media: a stylistic study. Miles and Huberman in Rijali (2019) explain

the following steps for analyzing qualitative data:

5) Data Reduction

Reducing data means summarizing, selecting essential points, focusing on important aspects, and identifying themes and patterns. This makes the reduced data clearer and helps the researcher in subsequent data collection and retrieval if needed.

6) Data Display

After data reduction, the next step is data display. In qualitative research, data can be displayed in the form of brief descriptions, charts, category relationships, flowcharts, etc., using narrative text.

7) Conclusion or Verification

The third step in qualitative data analysis is drawing conclusions and verification. Initial conclusions are provisional and can change if strong evidence does not support them, gathered from netizens' social media (Facebook, Instagram, and TikTok) interactions related to the 2024 presidential election. The next step involves classifying and identifying speech data based on language style, analyzing the speech data according to language style categories, and presenting the data. Creating a model of netizen speech in the 2024 presidential election that falls under the 4P language styles, reducing and analyzing data by describing the netizen speech model in the 2024 election within the 4P language styles. The conclusions can be used as teaching material for educators in language learning and as evaluation material to assess the effectiveness of language use in both support and attack in the political context. If the initial conclusions are supported by valid and consistent evidence during further data collection, they become credible conclusions.

8) Data Validation Techniques

To ensure the data is valid, data validation is conducted using triangulation, which involves comparing or cross-checking the information obtained from one informant with others, and verifying data using external data as a comparison. The purpose of

triangulation is to strengthen the theoretical, methodological, and interpretive robustness of qualitative research. Triangulation refers to data checking through various sources, techniques, and timeframes. Source triangulation can be done by cross-checking data obtained from various sources. Technique triangulation involves verifying data from the same source using different methods, and time triangulation refers to rechecking data with the same source using the same method (Sugiyono in Mekarisce, 2020:150–151).

Result and Discussion

The results of this study, after observing data obtained from Facebook, Instagram, and TikTok related to netizen comments on social media using Tarigan's theory in Nurajizah (2021:286), which explains that language styles are divided into four types: comparison, contradiction, connection, and emphasis, are as follows:

FACEBOOK

1. NA

“I prefer Samsul with his mohawk haircut like back when he sold martabak... the haircut of a fool.”

There is an element of comparison here. The phrase “like back when he sold martabak” compares Samsul's current hairstyle to his appearance in the past, indicating the author's preference for the older haircut. Additionally, the term “his mohawk haircut” creates a visual image that compares the hairstyle to past habits. There is also an element of contradiction, especially in the phrase “the haircut of a fool.” The use of the word “fool” (meaning stupid) as a description for that hairstyle indicates a negative view that contrasts with the author's preference for the previous hairstyle. This creates an effect that emphasizes the author's dislike for the current appearance. There is an element of emphasis in this sentence, particularly in the statement “I prefer.” This clearly indicates the author's opinion and reinforces their preference for the older haircut. This sentence is more appropriately categorized as a comparison, with an

emphasis on the author's preference for the older hairstyle. Furthermore, there is an element of contradiction through the use of the term “fool” to express dislike for the current hairstyle. The element of emphasis is also evident in the author's opinion.

2. TA

“This is no longer about the Abah's child or about Anies... this is about the crime of democracy that is worse than colonialism!!! Indonesia is truly in a state of emergency right now!!!”

There is a strong element of comparison in the phrase “worse than colonialism!!!” where the author juxtaposes the current crime of democracy with the crime of colonialism. This creates a dramatic effect that emphasizes how serious the situation being discussed is. This sentence also contains elements of contradiction. By stating “this is no longer about the Abah's child or about Anies...”, the author asserts that the focus of the discussion has shifted from the previous topic (which might have been lighter) to a more serious issue, namely the crime of democracy. Additionally, the emphasis on “the crime of democracy” creates a contrast between the democratic values that should be positive and the actions indicated as criminal. There are several elements of emphasis, particularly with the use of capital letters such as “no longer,” “the crime of democracy,” and “state of emergency.” This indicates the intensity of the author's feelings and emphasizes the importance of the message they want to convey. The exclamation “truly” also reinforces the emphasis on the state of emergency that Indonesia is facing. This sentence primarily reflects comparison through the emphasis that the crime of democracy today is worse than colonialism. There is also a clear element of contradiction in how the author shifts the focus from specific individuals (the Abah's child or Anies) to a larger issue. The element of emphasis is very strong with the use of capital letters and phrases that underscore the critical situation facing Indonesia.

3. IA

“Sulfuric acid should be ashamed to see the people moving today and retreating!!!! The other day you got away because the public was caught off guard, and to this moment, your people are sick of seeing you!!!!”

This sentence does not directly compare two objects, but it presents a depiction that creates the impression that sulfuric acid (which is usually considered a strong and dangerous chemical) seems to have human-like qualities, such as the ability to feel shame. This can be viewed as a metaphor, although it does not entirely fit into the stricter category of comparison. There is an element of contradiction in the phrase “sulfuric acid should be ashamed.” Describing a chemical compound as feeling ashamed creates an ironic effect, as sulfuric acid cannot experience emotions. This creates a contrast that highlights the seriousness of the actions or situations faced by the people and the need for attention. Furthermore, the statement “to this moment, your people are sick of seeing you” emphasizes the deep sense of dissatisfaction from the community towards the subject being discussed. There are many elements of emphasis in this sentence, especially with the use of phrases like “to see the people moving” and “sick of seeing you.” The repetition of emotions (shame, sick) emphasizes the people's dissatisfaction and indicates a strong intensity of feeling. The use of exclamation marks (!!!!) also underscores the author's desire to convey urgency and anger. This sentence reflects contradiction, particularly through the ironic use of referring to sulfuric acid as something that should feel ashamed. There is also a strong element of emphasis in how the author conveys the people's disgust and dissatisfaction. The element of comparison can be seen in the depiction of sulfuric acid, although it is more metaphorical in nature.

4. AI

“Illegitimate child of the constitution. How could he possibly comment?”

There is no direct comparison between two objects in this sentence. However, the

phrase “illegitimate child of the constitution” can be seen as a metaphor or figurative expression that describes someone or something considered invalid or unentitled to the constitution. There is an element of contradiction in the use of the term “illegitimate child,” indicating that someone or something is deemed unworthy or inappropriate to speak about the constitution. This creates a contrast between the right to speak and a status considered low. There is an element of emphasis in the phrase “How could he possibly comment.” The use of the words “how could” indicates disbelief or an assertion that the individual lacks the legitimacy to comment on the constitution. This sentence primarily reflects contradiction, where the status of “illegitimate child” suggests that the individual does not have the right or authority to speak about the constitution. There is also a strong element of emphasis in conveying the impossibility of commenting. Although there is a slight element of comparison in the depiction of “illegitimate child of the constitution,” it is more figurative than a direct comparison.

INSTAGRAM

1. Z1

“In order to find a job for his child, to secure assets for the future, all rules are changed at will, even the rules of the Constitutional Court are boldly annulled.”

The sentence falls into the category of the style of connection, more specifically metonymy. Metonymy is a form of connection style that uses one word or phrase to refer to something closely related to it. In this sentence, “the rules of the Constitutional Court” (Mahkamah Konstitusi) is used as a representation of decisions or regulations related to constitutional law. Additionally, phrases like “to find a job for his child” and “to secure assets for the future” also indicate a larger purpose behind the action of changing the rules. Metonymy is used here to

simplify the mention of broader actions, referring to changes in regulations or legal decisions for personal interests.

1. **Ds**

“Making a bomb by oneself, exploding it by oneself, pretending to be a savior.”

This falls into the style of contradiction, more precisely irony. Irony occurs when there is a contradiction between reality and what is explicitly stated. In this sentence, the speaker describes someone who creates a problem (“making a bomb by oneself, exploding it by oneself”) while pretending to be a savior. This shows a strong contradiction between the actual actions and the role assumed. This expression sarcastically indicates that someone causes a problem but pretends to be the one saving the situation, which places it in the category of irony, a form of contradictory language style.

2. **Fg**

“Is it really Gibran who can run for office if he is not Jokowi’s child??? If he is not Usman’s nephew???”

This falls into the style of contradiction, more specifically irony. This sentence contains elements of sarcasm that contradict the actual reality. The speaker rhetorically questions someone’s (Gibran’s) ability to run for office if he is not the child of an important figure (Jokowi) or does not have influential family connections (Usman’s nephew). The use of rhetorical questions in this context indicates implied doubt or criticism, where the speaker actually wants to emphasize that the candidacy is considered to occur because of family ties, not personal ability. This is a form of irony, as what is explicitly stated contradicts the true intent.

3. **Aw**

“Although I am in the 01 ranks, the professor's knowledge and theories are undeniable. Come on, professor, present the principles and theories that can refute the arguments of 01 and 03.”

This falls into the style of emphasis, more specifically antanaclasis. Antanaclasis is a form of emphasis that uses the repetition of a word or phrase with different meanings in different contexts. In this sentence, the

phrase “in the 01 ranks” is repeated with a different meaning in the following part of the sentence. Initially, the speaker emphasizes that they are on the 01 side (a political group), but then requests a professor to refute the arguments from the 01 side, even though they themselves are part of that group. This repetition emphasizes that despite political loyalty, scientific truth or theory takes precedence. Additionally, there is a slight element of irony in this sentence, as there is tension between the speaker's political position and the request to refute their own side’s arguments. However, overall, this is more appropriately categorized as a form of emphasis using antanaclasis.

4. **Z30**

“In order to find a job for his child, to secure assets for the future, all rules are changed at will.”

This sentence contains elements of contradiction. The phrase “all rules are changed at will” indicates an excessive or inappropriate action. This can be categorized as hyperbole, where there is a statement that exaggerates to attract the reader's attention. The mention of “all rules” also shows that the changes made are unmeasured and seem arbitrary, which reinforces the element of contradiction. This sentence is more appropriately categorized as contradiction, particularly through the use of hyperbole, as it shows actions that appear excessive and inconsistent with the rules that should be followed.

5. **Ig**

“A soap opera star wants to run for governor, causing a stir in the country.”

This sentence contains elements of contradiction, particularly in the form of hyperbole. The statement “causing a stir in the country” serves as an exaggerated and dramatic statement, giving the impression that actions deemed trivial (a soap opera) can provoke a significant reaction at the national level. This creates a dramatic effect that captures attention. This sentence is more appropriately categorized as contradiction, particularly through the use of hyperbole that dramatically and excessively describes the situation. There is also an element of

metonymy when referring to “the martabak vendor” to describe someone considered unfit to run for governor.

6. It

“You all need to be politically aware, okay, younger ones? This is not about who wins, A or B; we still have to earn our own money. This is about policies for the future that will be determined by the government today.”

There are elements of contradiction, particularly in the use of the phrase “it’s not about who wins, A or B.” This statement emphasizes that the outcome of the election is not the most important thing; rather, it is about the impact of the policies that will be implemented. This illustrates irony because, despite having two choices (A or B), the focus is not on who wins. This sentence is more appropriately categorized as contradiction, especially through the use of irony in emphasizing that the election is less important compared to future policies. Additionally, there is an element of emphasis in the way the message is conveyed to highlight the importance of political awareness and understanding government policies.

TIKTOK

1. Ah

“Because to achieve a golden generation, we need golden youth!”

This sentence contains elements of comparison in the phrases “golden generation” and “golden youth.” Here, it depicts that the desired generation is one of high quality, and the youth expected to contribute to it should also possess the same qualities. There is a strong element of emphasis in the use of capital letters in the words “because,” “golden generation,” and “golden youth.” This highlights the importance of the message and underscores the urgency of creating a quality generation. The phrase “we need golden youth” also emphasizes that the quality of youth is crucial to achieving the desired goals. This sentence primarily reflects a comparison between “golden generation” and “golden youth,” indicating that both are interrelated and

important for reaching the objectives. There is also a strong element of emphasis in the way the message is delivered, demonstrating the urgency and importance of youth in creating a quality generation.

2. Bz

“Free education is more meaningful than free food; success is determined by education, not by how much we eat. Greetings for change.”

This sentence contains elements of direct comparison between “free education” and “free food.” The phrase “more meaningful than” indicates that the author considers free education to be more important and impactful compared to merely receiving free food. There is an element of contradiction in the statement “success is determined by education, not by how much we eat.” This shows a contrast between two factors that can determine success: education and food consumption. The author emphasizes that education is a more significant factor than the quantity of food consumed. There is a strong element of emphasis in the phrase “success is determined by education.” This underscores that education is the key to success, and the use of capital letters in “greetings for change” signifies the spirit and urgency for change in the context of education. This sentence primarily reflects a comparison between “free education” and “free food,” asserting that education is more important. There is also a clear element of contradiction between education and food consumption as factors of success. The element of emphasis is evident in the assertion that education is the key to achieving success.

3. Ji

“Before, I was confused about whether to choose Mr. Prabowo, who is decisive, or Ganjar, who can continue Jokowi's programs, but now there’s a packaged option: Prabowo and Gibran.”

There is a clear element of comparison between “Mr. Prabowo, who is decisive” and “Ganjar, who can continue Jokowi's programs.” This indicates that the author is

comparing two candidates (Prabowo and Ganjar) based on their characteristics and abilities, creating the impression that the author is considering both options. This sentence does not explicitly contain elements of contradiction, but there is a contrast in the mention of “confused” at the beginning of the sentence, which shows the author's uncertainty or confusion regarding the available choices. This serves to emphasize the author's change in perspective with the emergence of a new option. There is an element of emphasis in the phrase “but now there's a packaged option: Prabowo and Gibran.” This indicates a change or a clearer decision, emphasizing that there is a new option that is more appealing. The use of the word “packaged” emphasizes that the combination of Prabowo and Gibran is seen as a good solution by the author. This sentence primarily reflects a comparison between two potential leaders (Prabowo and Ganjar) and highlights the author's confusion about those choices. There is also a strong element of emphasis regarding the new emerging option, which is the combination of Prabowo and Gibran.

4. St

“Can Anis and Ganjar really unite? In terms of change and continuing the concept, they are different, like oil and water, and their supporters also find it difficult to unite.”

There is a comparative element in the phrase “like oil and water.” This is a clear comparison, indicating that Anies and Ganjar have very different characteristics and are difficult to unite, just as oil and water cannot mix. This sentence also reflects a contrasting element in the statement that “their concepts are different.” It emphasizes the fundamental differences between Anies and Ganjar regarding the vision or concept of change they advocate. The inability to unite also suggests tension between the two different factions. There is an element of emphasis in the phrase “and their supporters also find it difficult to unite.” This indicates that it is not only the candidates (Anies and Ganjar) who struggle to unite, but also their supporters. This conveys the impression that

the division is deeper and involves more parties. This sentence primarily reflects a comparison between Anies and Ganjar through the expression “like oil and water,” highlighting the clear differences between the two. There is also a contrasting element in emphasizing that the concepts of change they propose are very different. The element of emphasis is evident in highlighting the difficulties faced by their supporters in uniting.

5. Rg

“I supported Mr. Prabowo twice but he kept losing, now I'm switching to Mr. Anies, God willing, he will definitely win.”

There is an implicit element of comparison between support for “Mr. Prabowo” and “Mr. Anies.” The author compares two candidate options, where previous support for Prabowo is deemed unsuccessful, while switching to Anies is considered to have the potential for victory. There is a clear element of contradiction in the phrase “but keeps losing.” This shows the contrast between expectations (the support given) and the results obtained (defeat). Additionally, there is a significant change in the author's decision to switch from one candidate to another, creating tension between the previous choice and the current one.

There is an element of emphasis in the expression “insyaallah pasti menang.” The use of the word “insyaallah” indicates the author's strong hope or belief that this time their support will yield positive results, albeit accompanied by hope. This phrase also adds a religious nuance that reinforces the author's conviction. This sentence primarily reflects the comparison between the two candidates, namely Prabowo and Anies, by showing a change in support. There is a clear element of contradiction between hopes and outcomes in previous support. The element of emphasis strongly emerges in the author's expression of hope that Anies will win.

6. CJ

"There are elements of contradiction in the use of the word "foolish" to describe those who choose Anies."

This conveys a negative judgment about that choice and emphasizes the view that selecting Anies is an unwise or irrational action. There is a strong element of emphasis in the phrase "foolish people." The use of the word "foolish" is a direct and powerful statement, indicating a firm judgment against Anies' voters. This also creates the impression that the author holds a very strong opinion regarding this political choice.

This sentence primarily reflects contradiction by stating that choosing Anies is a sign of foolishness. The element of emphasis is very strong through the use of the word "foolish," which demonstrates a sharp and negative judgment against those who choose Anies."

7. I10"

"Only 02 has never been gossiping... wkwkwkwk."

The sentence contains an implicit comparison between "02" and other parties that are perceived as "gossiping." Here, the author compares the attitude or behavior of 02 (which may refer to a specific candidate pair) with other candidates or parties that are considered to speak negatively more frequently. There is a contradiction in the assertion that "Only 02 has never been gossiping." This highlights a clear difference between 02 and the others, where 02 is viewed as not engaging in criticism or negative comments (gossiping) about others, while the other parties are seen as often doing so.

The phrase "Only 02" carries an emphasis, with the use of "only" suggesting exclusivity and implying that only 02 has this attitude. Furthermore, the use of "wkwkwkwk" at the end of the sentence indicates that the author conveys this statement with a humorous or sarcastic tone,

creating a lighthearted impression despite the underlying criticism. This sentence mainly reflects a comparison and contrast between 02 and other parties in the context of negative comments. There is also a strong emphasis with the use of the word "only" and the humor expressed through "wkwkwkwk."

8. At

"Abah's children are so funny!"

There is an emphasis in the use of the phrase "so funny." This term indicates that the children of "abah" (which may refer to a group of people or followers) possess a funny or silly nature, and the emphasis on "so" suggests that their silliness is more than ordinary, possibly excessive or very entertaining. This sentence primarily expresses an affirmation about the silly or funny nature of "abah's children." Although there is no clear comparison or contradiction, the use of the term "so funny" gives a positive and humorous impression about the group.

9. Pk

"Is there any presidential candidate other than Prabowo who can take someone else's life? There is none, only Prabowo."

"Is there any other presidential candidate who can eliminate mahogany trees other than Anies? There is none, only Anies."

Both sentences reflect a comparison and contrast between Prabowo and Anies with other candidates in the context of very extreme actions. Both also contain a strong emphasis that demonstrates the author's confidence in their views. Both sentences reflect a comparison and contrast between Prabowo and Anies with other candidates in the context of very extreme actions. Both also have a strong emphasis that shows the author's conviction regarding each candidate. There is a comparative element in the assertion that only Prabowo can do something very negative, namely "take the lives of others." This creates a contrast

between Prabowo and other presidential candidates who are considered incapable of such actions. A similar comparative element exists in the second sentence. Here, Anies is compared to other candidates in a negative light, namely "removing mahogany trees." This suggests that Anies is considered the only one capable of doing such a thing.

There is a clear element of contradiction in this context. The statement implies that no other candidate has the same ability or power as Prabowo in such an extreme and negative context, highlighting a stark difference between Prabowo and the other candidates. Similarly, as in the first sentence, no other presidential candidate is viewed as having the same capability as Anies, creating a contrast between Anies and the other candidates.

There is a strong emphasis in the phrase "there is no one but Prabowo." This shows the author's conviction that Prabowo is the only candidate with the stated ability, even in a highly controversial context. Likewise, there is a strong emphasis in the phrase "there is no one but Anies." The author asserts their belief that Anies is the only candidate with those characteristics, even in a similarly negative context.

10. R71

"But I voted for Pak Prabowo without being paid, from the heart, no one told me to. Indeed, I am all in for Prabowo without being paid."

This sentence does not explicitly contain a comparative element between two objects, but there is an implicit comparison between sincere support (from the heart) and conditional or paid support. There is a contrasting element in the phrase 'without being paid' and 'Indeed, I am all in.' This indicates that the writer emphasizes the sincerity of their support for Prabowo, contrasting with the assumption that political support usually involves rewards. It also expresses dissatisfaction with views that claim such support is insincere. There is a strong emphasis in the statements 'from the heart' and 'all in for Prabowo without being

paid.' The use of these phrases underscores that the writer's support for Prabowo is pure and voluntary, demonstrating a strong commitment. The emphasis on the words 'without being paid' is made twice, which adds weight to the statement. This sentence reflects the contrast between sincere support and the assumption that such support is materialistic. There is also a clear emphasis on the writer's earnestness in supporting Prabowo selflessly. The discussion is written closely connected with the data being discussed. The discussion is ensured not to be separated from the data being discussed.

Conclusion

This research explores the issues of language style usage, including comparison, contrast, linkage, and emphasis, in the context of the 2024 presidential election as conducted by netizens on social media. The analysis results indicate that the language styles used by netizens not only serve as a means to express opinions but also reflect the social and political dynamics that are developing in society.

First, the use of comparative language styles is often optimized to highlight the superiority of certain candidates over others, creating a narrative that supports each political choice. Second, the style of contrast is clearly visible in various forms of comments and posts that create polarization among the supporters of the candidates, resulting in tensions in the digital discussion space.

Third, the linking style emerges in the form of collaboration among various voter elements striving to build a coalition of support, although this style can sometimes lead to confusion due to the complexity of the information presented. Finally, emphasis becomes a powerful tool in reinforcing views and solidifying political identity, often used to mobilize support among voters.

From these findings, it can be concluded that the language styles employed

by netizens not only reflect their political preferences but also contribute to the formation of public opinion and communication dynamics in the digital era. This research is expected to serve as a reference for future researchers in exploring other aspects of language and communication in a political context, as well as providing insights for stakeholders in understanding how language styles can influence perceptions and attitudes of voters on social media.

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