

DEPICTION OF *GEMOY* CHARACTER OF CANDIDATE 02 ON POLITICAL CAMPAIGN MEDIA INDONESIA PRESIDENTIAL ELECTION 2024

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ABSTRACT

Media of political campaign is an important element in communicating the personal image of a candidates so that the public recognizes them through the application of visual image illustration as a strategic instrument. Candidate 02 in the 2024 Indonesia presidential election is known to the public as a political figure who such as dancing and cracking humor with an adorable stature while campaigning, so the public gives them personal branding with the term *Gemoy*. In 2024, Disney Pixar-style illustrations created using artificial intelligence became a trend among Gen Z, the age group born between 1997 and 2012, an age range that includes first time voters in the 2024 Indonesian legislative election. The campaign team of candidate 02 Prabowo-Gibran created an AI visualization that was applied to their political campaign media this attracted the attention of the public, especially Gen Z, to the campaign of Prabowo-Gibran. Previous research has used different research methods and have not studied the digital poster media of the campaign based on the depiction of the character of *Gemoy* Prabowo-Gibran. This research uses visual rhetoric to examine data collected through visual observation, and literature studies to determine the depiction of meaning and visual language used to communicate the messages the subject of research in the form of digital posters as a medium of political campaigns. The results of this research show that the Prabowo-Gibran's political campaign digital poster has visual and verbal meanings to represent the candidate's vision and mission as well as character design illustrations on the campaign poster using metonymic visual figures of speech to increase the persuasiveness of the personal branding character depiction of *Gemoy* Prabowo-Gibran.

Keywords: *Gemoy Character, Political Campaign Media, Personal Branding*

INTRODUCTION

Character design is the depiction of a character's personality in a work in a visual medium such as film, animation, comics, books, games, or poster illustrations to provide "window to the story" a character must have strong and interesting personality in order to be accepted by the audience (Vogler in Wibowo, 2024). It can be said that character design is an important element in depicting the personal branding of a character in a visual medium used to convey messages. Personal branding in the Indonesian Presidential Election 2024 is used in shaping the image of candidates in political campaigns to gain a positive image from the public, which is built with various things for political candidates to be recognized through visual identity such as photos, logos, symbols, illustrations of certain characters used as models, and also slogans from visual branding (Beranoagirre et al., 2010). Prabowo Subianto has a background as a politician, businessman, and high-ranking Indonesian military officer, and then decided to enter the world of politics, but has failed to be nominated for the presidency three times since the 2014-2019 general election, and finally managed to win the 2024 presidential election (Putri, 2024). Prabowo is known as a firm, serious and tough figure alongside Gibran Rakabuming Raka, who has a background as the eldest son of the former president of the previous period and is the youngest political candidate in the 2024 presidential election, he is known to the public for representing Indonesia's younger generation through social media as a witty and innovative person (Nababan, 2023). This has changed Prabowo's persona image from appearing stiff and firm to a political figure who performs funny antics while campaigning, such as dancing and cracking humor with an adorable stature, so the public gives them cute and friendly persona image with the younger generation, which is represented by the personal branding term *Gemoy*.

According to KPU (Indonesian General Election Commission) data in (Maulana et al., 2024) the 2024 election voters are dominated by Gen Z as many as 57.5 million and Millennials as many as 66.8 million, these two generations dominate as much as 60% in the 2024 election and data from APJII (Indonesian Internet Service Providers Association) the number of people connected to the internet reached 272,682,600 in 2021. From this data, it can be seen how many Indonesian citizens are very large in number interacting in cyberspace, this is the target of the Prabowo Gibran candidate in gaining the most votes and winning the 2024 election. Public participation in the political sphere will be more active in 2024 supported by the existence of technology such as social media which makes freedom of speech more open, one of the targets of the campaign at that time was novice political participants from Gen Z, a group born in the range of 1996-2012 which is a phenomenon that raises the perspective that Gen Z is considered a more dynamic group of people and likes the figure of a fun and fun leader (Bodrick et al., 2024). This was used by the Candidate 02 National Campaign Team as a positioning strategy in building the image of *Gemoy* to get attention and attract votes among young people as novice voters who are the main target of Candidate 02 to attract votes in the 2024 elections.

Illustrations and character visualization in campaign media are important elements to convey the personal image of political campaign candidates so that the public recognizes them (Suhendra et al., 2020). The trend that occurred in society in cyberspace during the 2024 election was the use of AI as the user's avatar (Noormuliansyah, 2024). This phenomenon is translated and used as a visual communication object in the campaign strategy when the *Gemoy* character design of the 02 candidate in the form of AI visualization is applied to political campaign media, it becomes an attraction for the public especially novice voters who are the largest users of social media digital platforms. The use of AI character illustrations with a visual style of adorable animated characters reflects the

Prabowo-Gibran, campaign team's efforts to convey “Personal Branding” through social media digital platforms used to project positive values for campaign targets among the younger generation (Rachmawati et al., 2024). This research examines the character design of the political campaign poster of *Gemoy* Prabowo-Gibran using visual rhetoric theory, determining the emotional visual design to communicate the character through visual elements. It also develops previous research results using visual observation and literature review.

LITERATURE REVIEW

Previous Research

The previous studies for problems discussed on similar research phenomenon used a different research subject and results with this research, which is this research uses visual rhetoric to examine the research subject digital poster campaign media to determine the rhetorical meaning to be communicated using visual language as an emotional appeal to the audience through design elements in describing the character of *Gemoy* Prabowo-Gibran.

Table 1. Previous Research Table

| AUTHOR | Muhammad Luthfi Maulana, Budi Harjono UIN KH. Abdurrahman Wahid Pekalongan (2024) | Nurul Ami Siregar, Elisabeth Saragih, Mustika Wati Siregar Medan State University (2024) | Didi Permadi, Diryo Suparto, Ahmad Zaini Bisri Pancasakti University Tegal (2024) |
|----------------|--|---|--|
| RESEARCH TITLE | <i>"POLITICS AND AI: COMMUNICATION STYLE OF PRESIDENTIAL CANDIDATE PRABOWO-. GIBRAN"</i> | <i>"DISCOURSE ANALYSIS OF GEMOY BRANDING ON THE CAMPAIGN CANDIDATE PAIR 02 PRABOWO-GIBRAN IN THE 2024 ELECTION"</i> | <i>"SEMIOTIC ANALYSIS OF PRABOWO GIBRAN'S POLITICAL ADVERTISEMENT IN THE 2024 PRESIDENTIAL ELECTION"</i> |

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|----------------------------|---|---|---|
| RESEARCH OBJECTIVES | <ol style="list-style-type: none"> 1. Knowing the impact of AI technology in political contestation in Indonesia in changing the way political campaigns are conducted and affecting the outcome of elections. 2. Knowing AI technology becomes communication effectiveness in the Prabowo-Gibran campaign. | <ol style="list-style-type: none"> 1. Knowing <i>Gemoy</i> Branding for candidate 02 as a strategy to attract election votes, especially to attract young people or gen-Z as voters. 2. Consistency of branding implementation in the character identity of the AI feature with chubby cheeks and chubby cheeks creates a 'Gemoy' image in society. | <ol style="list-style-type: none"> 1. Uncovering the communication strategy of the political advertisement themed version "<i>Prabowo Gibran istimewa</i>" through Charles Sanders Pierce's semiotic theory explores how the comparative use of symbols in political advertisements can affect the nuances and style of communication. |
| RESEARCH APPROACH | Hypodermic needle qualitative descriptive approach method. | Qualitative descriptive approach method. | Descriptive qualitative approach method of Charles Sanders Pierce's semiotic theory. |

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|--------------------------------|---|---|---|
| <p>RESEARCH RESULTS</p> | <ol style="list-style-type: none"> 1. The Prabowo-Gibran presidential candidate pair uses a mechanistic approach model with a Hypodermic Needle mass communication strategy. 2. AI technology in this case is utilized as a visual design object on communication media in facilitating the effectiveness of communication that occurs. 3. The utilization of AI in the visual design is intended to make the campaign focus on a more playful yet educative and informative navigation. 4. The utilization of AI technology that results in communication effectiveness in political campaigns in presidential election contestation can cause a dilemma of democratic erosion at the same time. | <ol style="list-style-type: none"> 1. The branding '<i>gemoy</i>' is slang which is an absorption of the word <i>gemas</i>. The meaning of <i>gemoy</i> in slang refers to cute, funny, and adorable. 2. For Prabowo Subianto, this tagline refers to him having a full body with chubby cheeks. 3. The '<i>gemoy</i>' branding is also used as a strategy to attract votes from young people or Gen-Z who are first-time voters in the 2024 election edition. | <ol style="list-style-type: none"> 1. Prabowo Gibran's political ads use various signs such as images, words, symbols, and colors to convey political messages to voters. 2. Signs were carefully chosen to influence voters' perceptions and attitudes towards both candidates. 3. Political advertisement Presidential and Vice Presidential Candidates President Prabowo Gibran's version of "<i>Prabowo Gibran istimewa</i> " concluded that the campaign team had the following a communication strategy that focuses on creation of a positive image of the couple Prabowo and Gibran. |
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Visual Rhetoric Method

Jenna in an article (Sheffield, 2022) explains that Visual rhetoric is a means of communication that uses images to create meaning or to make an argument analyzing an image to understand the message it portrays, this is called "visual rhetoric". It can be said that visual rhetoric is a way of analyzing image to find out the message it represents. According to Sloan on (Soraya, n.d.), visual rhetoric can be simply defined as how or why visual images have meaning, visual rhetoric is not only about design or images, but also about the culture and meaning reflected

in these visual works, research perspective that focuses on the symbolic process of images in communication. From that statement, it says the study of rhetoric is generally defined as the study of the symbols used by humans, rhetoric is the art of structuring arguments and creating scripts for speeches with visual language. Foss has used rhetorical background to explain why a visual image arouses interest in viewers by evaluating an image from a rhetorical perspective, involving three types of assessment: (a) identifying the function communicated in the image; (b) assessing how well that function is communicated; and (c) evaluating the validity of that function (Carolyn Handa, 2004).

METHODOLOGY

This research uses visual rhetoric to examine data collected through visual observation, and literature studies to determine the depiction of meaning and visual language used to communicate the messages the subject of research in the form of digital posters as a medium of political campaigns. This research was conducted by studying the research subject in the form of a digital poster to find verbal meaning in the form of typography written elements and visuals in the form of image illustrations in the research subject. After that, a visual rhetoric on digital poster was used to describe the visual language style that was used to communicate and finding the presence of audience in the visual rhetoric contained in a depiction *Gemoy* of Prabowo-Gibran's digital poster.

RESULT AND DISCUSSION

Character Depiction in Visual Illustration

Character portrayal has the aim of building an emotional connection between the audience and the design character, which is achieved through several elements; the choice of visual style in character portrayal must be in accordance with the nature of the characters persona to be conveyed whether the character is good, evil, funny, or scary (Wagner & Jang, 2016). Then the selection of the right media is used to publicize the character so that it can attract attention and make the audience see, read the message or learn more about the character design. Based on this opinion, the depiction of design characters to be attractive must have an appropriate design style in representing the message of the nature and characteristics of the character, as well as the selection of the right media to introduce the design character to the target audience. According to Iona Sopov in (Santoso, 2021) explaining that in creating a character several principles are used as a basis, namely:

1. **Function, the** The most common design theory, "form following function," applies to all fields. Ovals are best for character outlines because they are flexible.
2. **Style/Aesthetic** Character style is key, beyond the basic shape the character's visual style comes from blending shapes visually. Contrasting shapes or proportions is a good way to balance and make a character interesting.
3. **Personality,** Characters have many aspects, but appearance is key by our visual awareness.

Through illustrations and depictions of characters in political campaign media, they become visual symbols in delivering messages. Dwight argues in (Wibowo, 2024) that characters are "like tapestries; each woven from many threads. However, some threads are more vivid and visible than others, like strands of red through gray fabric". This

emphasizes that good character design has its own power to attract attention in a complex piece of design. Political campaign media is a medium for delivering political messages in various forms, ranging from posters, discussions, advertisements to leaflets. Whatever the medium, messages always use verbal and visual symbols to attract a wide audience, the media designer has the creativity sensitivity to identify and design messages according to the general characteristics of the main target audience (Fatimah, 2018). Each visual element functions as a sign that has denotation and connotation meanings and the myth has to do with Barthes' Theory which is an iconic message coded for connotation and an uncoded iconic message for denotation. The denotative sign consists of; signifier and signified, but at the same time the denotative sign is a connotative signifier. Connotation describes the interaction that occurs when a sign meets the user's feelings or emotions and cultural values (Hidayatullah, 2020). According to Kaitlin in (Vonderschmitt, n.d.) "The internet creates a digital forum that can be accessed 24/7 by young voters, making them feel that their participation is an important part of the democratic process. The trend of using AI technology in the digital world has a significant effect on the political campaign process in shaping public opinion, which is mostly young voters". The victory of candidate 02 by using AI-based political campaign strategies shows a change in the dynamics of the general election (Maulana et al., 2024).

Gemoy Character Prabowo Gibran Using Gen Z Trend of Pixar-Disney Style

Gen Z as a generation born in the range of 1996-2012 who enjoyed the works of modern cartoon character design and 3D animation style trends with CGI technology used by Disney Pixar as a pioneer who paved the way in the development of innovative computer animation technology in animated filmmaking, instilling that Disney Pixar's distinctive animation style in the MZ generation as a sophisticated animation trend (Azhari, 2023). Disney-Pixar is known for a number of famous animated cartoon films with funny characters so that they can be accepted by various age groups, Gen Z has given rise to many viral trends on social media digital platforms, one of which is the trend of making Disney Pixar animation-style posters from their own faces by utilizing Artificial Intelligence features (Camelia, 2023). Due to this trend, the Disney Pixar animation style is used by Gen Z as a trendy and up-to-date animation style.

Figure1 . Trend Disney Pixar Style Poster with AI Generated



Gemoy is a term often used by Gen Z to indicate an adorable figure who performs, funny antics during campaigning, such as dancing and cracking humor with an adorable stature. The *Gemoy* action continues to be shown by Prabowo-Gibran during the pullout the presidential candidate's serial number at the KPU, the mass of

supporters carried the *Gemoy* writing which then continued to the billboard campaign tools in various locations displaying the *Gemoy* Prabowo-Gibran using the trending artificial intelligence technology (Kumparan, 2023). Animators create animated characters with the concept of depicting traits and characters to bring to life the personality they want to instill, in order to bring the audience into the story and character of the animated character (Santoso, 2021). Maria in (Ilia Katsaridou et al., n.d.) argues that "Animation's relationship with other forms of visual media has been redefined by its versatility and creative potential".



Figure 2. Baligho campaign Prabowo-Gibran's AI generated illustrations

The generated AI animation style of Candidate No. 2's character design has similarities with Disney Pixar's CGI animation style (*Pixar-esqu*), which is characterized by bright colors, large and expressive round eyes, a blend of realism and cartoon elements that make animation attractive to audiences of all ages (Puspanalla et al., 2023). The depiction of the Prabowo-Gibran generated AI animation character is embedded in *Gemoy*'s personal branding with the use of a cute and adorable *Pixar-esque* style to attract audience attention to be accepted by various age groups. The animation style of candidate 2's character design is reminiscent of Disney Pixar's animation style (*Pixar-esqu*) which is characterized by bright colors, large and expressive round-eyed characters, a blend of realism and cartoon elements that make animation attractive to audiences of all ages (Puspanalla et al., 2023). The use of Pixar-esque style in the Prabowo-Gibran character design as a depiction of the character *Gemoy* means cute and adorable, representing personal branding in the couple's political campaign, as candidates who have youthful energy and are accepted by various age groups.

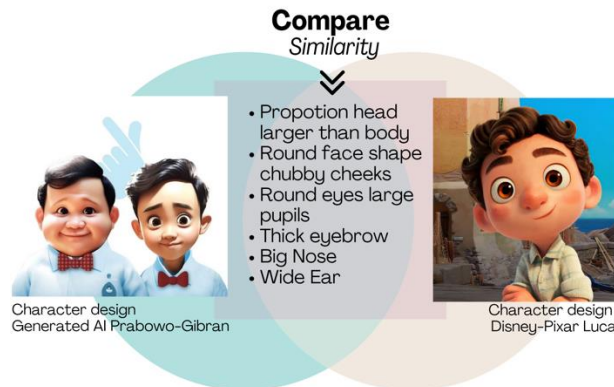


Figure 3. Infographic Comparison of Prabowo Gibran and Pixar-Disney Luca's Animated Character Design



Visual Rhetoric of Prabowo-Gibran's *Gemoy* Character Design in Political Campaign Media





According to Ben Mounsey in (Santoso, 2021), he mentions that there are several elements in order to create an attractive character, namely: Building a strong backstory of the character, the personality that the character is able to absorb and bring out, the audience, and the visuals of the character itself. These are the keys to a holistic approach, where all elements are in harmony with each other. The backstory of the Prabowo-Gibran animated character design is the personal branding of *Gemoy* which is the personality that the O2 candidate wants to show in the 2024 presidential election political campaign. Prabowo-Gibran animated design characters are used as illustrations to publicize candidates on political campaign media, online media is the highest source used to find political information. (Ritonga et al., n.d.) The type of content that is often opened by respondents is online news links, and the news content that is often opened is the public's rejection of candidates Political Campaign media is a media promotion of political candidates in winning general election votes. According to Rahma in (Wahdiniwati et al., 2025) digital marketing through strategic and effective data-based social media management can play a role in the success of increasing public awareness and conversion from online to offline platforms. Through this opinion, it can be said that strategic political campaign digital media can play a role in influencing voters' decisions at the polls.




Persuasive Digital Poster Illustration Using Visual Metaphors




The written language is transformed into visual language, in the written language there is writing and grammar while the visual language is imagery and the structure of expressions. Imagery covers a broad meaning, both the imagery that is visible exists in the imagination and *wimba* for imagery that is visible to the eye (Tabrani, 2005). Figures of speech are the use of the diversity of language, the use of certain varieties to obtain certain effects that make a literary work even more alive, therefore visual figures of speech are also divided into 4 types of visual figures of speech or visual figurative language to paint something in the following ways: (1) comparing; (2) contrasting; (3) allusion; (4) affirmation; and (5) linking or repetition, visual metaphor that uses a characteristic name represent an brand image of a person, object, or other thing it is called a metonymic visual metaphor (Harto, n.d.). The digital poster of Prabowo and Gibran, there is a depiction of *Gemoy*'s personal branding which can be said to be the brand of candidate O2, therefore it can be said that the visual figure used on the prabowo Gibran's poster is a metonymic visual metaphor to enhance the brand image of the *Gemoy* character from Prabowo-Gibran.

Table 2 . Visual Rhetoric Analysis Table of Candidate 02 Campaign Media

| Visual Subject | Visual and Verbal Description | Visual Rethoric |
|---|--|---|
| <p>1. Digital Poster Instagram Post</p>  | <ul style="list-style-type: none"> Verbal Signs <ol style="list-style-type: none"> The writing Prabowo Gibran 2024 in thick and bold typography on black stated that the poster as a name identity means that the digital poster is a campaign poster for the Prabowo-Gibran candidate 2024 The words 64 Days are printed in bold black and the font size is larger to stated that a reminder message 64 days to the campaign vote, dated February 14, 2024. <i>Bersama Indonesia Maju</i> are the candidates' campaign taglines. | <ol style="list-style-type: none"> The bold writing highlights the information that is to be presented Prabowo Gibran is candidate no.2 in the presidential election which will be held in 64 days, on February 14, 2024. Typography as verbal signs on poster is font form bold sans serif the impression created by this font is dynamic, strong, simple, technology and minimalist The light sans serif font in "<i>Bersama Indonesia Maju</i>", sans serif has a simple font shape with no extra lines at the ends, making it look minimalist, elegant modern, clean, minimalist, and easy to read, suitable for digital content and designs that want to enhance simplicity and clarity. The dominance of blue in the background makes the illustrations and design elements in the foreground very clear. Light blue can increase feelings of calm and peace and has a visual identity: Light blue is often associated with innovation, dynamism, technology, and reliability. |
| | <ul style="list-style-type: none"> Visual clues  | <ol style="list-style-type: none"> Animated character design of the Prabowo-Gibran character-drawing eyes that make them look rounder and shinier characteristic of the eyes: are made shiny like the depiction of children's eyes, showing the |

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|  | <ol style="list-style-type: none"> 1. The animated character design of the Prabowo-Gibran candidate uses a Pixar-esque style as an effort to depict the <i>Gemoy</i> character, which is the personal branding of the candidate's political campaign.  <ol style="list-style-type: none"> 2. The “Finger Heart” symbol, is a gesture of love by crossing the thumb that is trending among the younger generation. It shows that the candidate 02 loves the younger generation.  <ol style="list-style-type: none"> 3. Bow ties symbolize confidence, thoughtfulness, and style. Bow ties can also be used as a symbol of respect, appreciation, and an event to remember.  <ol style="list-style-type: none"> 4. <i>The</i> red and white arrow icon depicts “Move Forward”. Representing that the couple invites together to move | <p>adorable innocent impression of children's. Both candidates expect trust through the depiction of round eyes as being innocent, cute, friendly, and honest.</p> <ol style="list-style-type: none"> 5. Chubby cheeks on both characters with a blunt chin is a characteristic feature of the depiction of the adorable cute character protagonist in the children's storytelling of to attract audiences and enhance their personal branding Gemoy. 6. The crossed index finger and thumb symbol of love is popular among K-pop and K-drama fans, and Gibran used it in Indonesian politics when he ran for vice president to represent young people in politics. 7. Red bow ties symbolize dynamism, courage, energy, and spirit. In some cultures, red also symbolizes celebration, luck, and success, so a red tie is the right choice for special occasions. It makes formal accessories even more elegant. Red bow tie represents the candidate's vision and mission to respect cultural diversity. 8. The rightward-pointing arrow symbolizes with colors red and white represent the Indonesian flag. progress, movement, and continuity. It represents being |
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| | forward to win the general election. | ready to embrace the future. An arrow at an object implies curiosity , often associated with being friendly, talkative, and outgoing means: flexible, adaptable and easy to get along with. |
|---|---|---|
| Visual Subject | Visual and Verbal Description | Visual Rethoric |
| <p>2. Prabowo-Gibran Digital Poster Design on Tiktok</p>  | <ul style="list-style-type: none"> • Verbal Signs  <ol style="list-style-type: none"> 1. <i>Waktunya Indonesia Maju</i> is the candidate's campaign tagline. Font composition bold dynamic light blue color with red outline represents the energy of a dynamic young spirit. 2. The writing Prabowo Gibran  <p>2024 with black color as the name identity explains that the character is the Prabowo-Gibran candidate.</p> | <ol style="list-style-type: none"> 1. The bold sans serif "<i>Waktunya Indonesia Maju</i>" used in logo design to create a dynamic, elegant, and memorable impression Curve lines can be used to guide the eye, create interesting compositions, and add dynamic visual elements. Outline fonts are often used to make text stand out more, make it easier to read, or add dimension to a design. 2. The bold writing highlights the information that is to be presented Prabowo Gibran is candidate no.2 in the presidential election. |

| | | |
|---|--|--|
|  | <ul style="list-style-type: none"> • Visual clues  <p>3. The animated character design of the Prabowo-Gibran candidate uses a Pixar-esque style as an effort to depict the <i>Gemoy</i> character, which is the personal branding of the candidate's political campaign.</p>  <p>4. The Finger Heart symbol crosses the thumbs which is a trend of Love gestures among the younger generation, and Finger Peace is and love of peace by representing that the candidate 02 Loves the Younger Generation.</p> | <p>3. Chubby cheeks and rounded eyes on both characters with depiction of children's eyes, a blunt chin is a characteristic feature of the depiction of the adorable cute character protagonist in the children's storytelling of to attract audiences and enhance their personal branding <i>Gemoy</i>.</p> <p>4. The crossed index finger and thumb symbol of love is popular among K-pop and K-drama fans, and Gibran used it in Indonesian politics when he ran for vice president to represent young people in politics. The two-finger symbol does not just represent that the candidate is number two. The two-finger symbol is a symbol that originated from the symbol of peace and then used by young people as a gesture when taking photographs. This is an attempt to impersonate that Candidate 02 loves peace.</p> <p>5. Light blue shirt can increase feelings of calm and peace and has a visual identity: dynamism and smart. Combined with cream pants a warm color that is soothing, soft and neutral.</p> |
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Results of the study of the research subject:

1. **Digital poster Instagram Post:** The poster's purpose as described verbally and visually, is to serve as a campaign medium for vision and mission through symbolism, typography, colors, and visual character for depictions of *Gemoy's* branding image candidate 02 Prabowo Gibran. Examination of the visual rhetoric of the poster reveals that it is a Prabowo Gibran's poster have dominantly light blue background make focusing attention on the design of Prabowo Gibran's character. The design uses an adorably cute character as a visual metaphor for the *Gemoy* brand image. The black color of the font and the red and white arrow symbol are only support the visual elements in narrating the content of the poster.
2. **Digital Poster Tiktok Post:** The poster's purpose as described verbally and visually, is to serve as a campaign medium for vision and mission, which becomes the point of view of the poster symbolism, typography, colors tagline "*Waktunya Indonesia Maju*" and the consistency of the depiction of the characters of Prabowo and Gibran is visible with the visual language that represents the branding image of *Gemoy*.

From that visual rhetoric analysis show that the Prabowo Gibran's political campaign digital poster has visual and verbal meanings to represent the candidate's vision and mission as well as character design illustrations on the campaign poster using visual language figures of speech metonymy to increase the persuasiveness of the personal branding character depiction of *Gemoy* Prabowo-Gibran.

CONCLUSION AND RECOMMENDATION

The results of this research description of the design elements contained in the campaign digital media in the form of posters with visual rhetoric study through the are messages show that the Prabowo-Gibran's political campaign digital poster has visual and verbal meanings to purpose of communicating represent the candidate's campaign vision and mission. The consistency on every media, the depiction of the characters of Prabowo and Gibran is visible with the visual language figures of speech metonymy to enhance the brand image of the *Gemoy*, impactful increase the persuasiveness of the personal branding character depiction of *Gemoy* Prabowo-Gibran to win the votes on elections.

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