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Persuasive Techniques Used in the 2020 North Central Timor District Head Election Campaign Posters

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Abstrak

Penelitian ini membahas tentang teknik-teknik persuasif yang digunakan dalam poster kampanye pemilihan kepala daerah Kabupaten Timor Tengah Utara tahun 2020. Poster dipilih karena hampir semua partai atau pasangan calon bupati dan calon wakil bupati menggunakan poster sebagai alat untuk berkampanye. Terdapat tiga pasangan calon bupati dan calon wakil bupati yang berkompetisi dalam pemilihan umum tahun 2020. Teknik persuasif yang dapat digunakan dalam bahasa poster adalah rasionalisasi, identifikasi, sugesti, konformitas, kompensasi, dan penggantian. Metode yang digunakan dalam penelitian ini bertumpu pada metode deskriptif kualitatif dengan cara mendeskripsikan penggunaan teknik persuasif dalam poster kampanye pemilihan kepala daerah kabupaten Timor Tengah Utara. Subjek penelitian ini adalah kalimat yang terdapat dalam poster kampanye pemilihan kepala daerah di Kabupaten Timor Tengah Utara tahun 2020. Berdasarkan hasil penelitian ditemukan bahwa, teknik persuasif yang digunakan dalam poster ketiga pasangan calon sangat bervariasi. Masing-masing pasangan calon menggunakan teknik persuasif yang berbeda-beda. Pada poster paslon 01 ditemukan penggunaan teknik persuasif bertipe sugesti paling dominan digunakan dengan perolehan persentase 75%. Pada paslon 02 ditemukan penggunaan teknik persuasif bertipe rasionalisasi paling dominan dengan perolehan persentase 75%. Selanjutnya pada paslon 03 penggunaan teknik persuasif bertipe identifikasi paling dominan dengan perolehan persentase 50%. Selanjutnya, berdasarkan perhitungan dari keseluruhan data penggunaan teknik persuasif pada poster kampanye ketiga pasangan calon disimpulkan bahwa penggunaan teknik rasionalisasi dan teknik sugesti paling dominan digunakan, yaitu dengan perolehan persentase sebanyak 33%, diikuti teknik identifikasi dengan perolehan persentase 25% dan teknik kompensasi dengan perolehan persentase sebanyak 8%. Sedangkan penggunaan teknik persuasif bertipe konformitas, teknik substitusi dan teknik proyeksi hampir tidak pernah digunakan pada poster kampanye masing-masing paslon.

Abstract

This study discusses the persuasive techniques used in the 2020 North Central Timor Regency head election campaign poster. The poster was chosen because almost all pairs of regent and deputy regent candidates use posters as a tool for campaigning. There are three pairs of regent candidates and deputy regent candidates who support the 2020 general election. Persuasion techniques used in language posters are rationalization, knowing, suggestion, conformity, compensation, and replacement. The method used in this study relies on a qualitative descriptive method by describing the use of persuasive techniques in the campaign poster for the regional head election of the North Central Timor district. The subject of this research is the sentence in the poster of the regional head election campaign in the North Central Timor Regency in 2020. Based on the results of the study, it was found that the persuasive techniques used in the posters of the three pairs of candidates varied greatly. Each pair of candidates used different persuasive techniques. In the poster of Paslon 01, it was found that persuasive techniques with the type of suggestion were the most dominant, with a percentage gain of 75%. In candidate pair 02, it was found that the use of persuasive techniques of rationalization type was the most dominant, with a percentage gain of 75%. Furthermore, in candidate pair 03, the use of persuasive identification techniques was the most dominant, with a percentage gain of 50%. Furthermore, based on the calculation of the overall data on the use of persuasive techniques on the campaign posters, the three pairs said that the technique used was the most dominant technique used, namely with a gain of 33%, followed by a percentage gain of 25% and a gain technique with a gain. as much as 8%. At the same time, the use of conformity-type persuasion, substitution technique, and technique is never used on the campaign posters of each candidate pair.

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INTRODUCTION

Through language, the culture of a nation can be formed, fostered, and developed and can be passed down to future generations (Rahayu, 2018). With the existence of language as a means of communication, then everything around humans, be it events, animals, plants, human creations, and so on, gets a response in the human mind, compiled and re-expressed to other people. as a communication material. Communication through this language allows everyone to adjust to his physical environment and social environment. Language can be conveyed through oral media or media writing. In oral media, the party who performs the speech act is a speaker and his partner (listener), while in written media, speech is conveyed by the author (speaker) to his partner, namely the reader. The use of language skills also used in the political field, including in the regional head election campaign process (Azizah & Rustono, 2020).

This study will see how interesting and detailed the use of persuasive sentences is in the posters for the pairs of candidates for regent and deputy regent that are carried by political parties in the regional head elections in North Central Timor Regency. Persuasion plays an important role in everyday life. We usually use persuasion to get other people to follow or believe in what we want (Firmansyah, I, Kuntjara, 2016). People often try to convince others to change their attitudes, opinions, or behavior (Fransen, Smit, & Verlegh, 2015). Saying a certain utterance can be considered as an act of influencing or directing other than actually saying or uttering the utterance (Fauzia, Haryadi, & Sulistyaningrum, 2019). The persuasive technique is a technique used to persuade and influence the public to participate and tend to carry out what is asked or informed in the posters of candidate pairs. The method that can be tried so that the persuasive technique succeeds in achieving its goal is to use language in the form of invitations, input, and suggestions. Thus, researchers are interested in identifying linguistic features related to the attractiveness of persuasive messages (Fogg, 2008).

This research is aimed at campaign posters for regional head elections in North Central Timor Regency. In this regional head election, there were 3 pairs of candidates for regent and candidate for deputy regent, namely the pair Kristiana Muki, S.Pd., M.Sc., and Yosef Tanu, S.STP., M.Si, Drs. Juandi David and Drs. Eusabius Binsasi, and the couple H. Frengky Saunoah, S.E and Drs. Amandus Nahas. These three couples come from different parties and have different visions and missions. With this difference, the three pairs of candidates have different ways and strategies of making posters as a tool for campaigning.

Posters have been considered the most effective campaigning tool for candidates for regional heads to attract people's hearts to vote for them in the upcoming elections. So far, campaign posters are still the best way to introduce potential election campaign participants (Herrmann & Shikano, 2021). The language used on the poster is made as attractive as possible so that the information conveyed can be received and implemented properly (Dyatmika & Afnan, 2018). Although it consists of various sizes, the intent and purpose of the poster are quite useful for the community (Handoko et al., 2021). The poster was chosen because almost all parties or pairs of candidates for regent and candidates for deputy regent use posters as a tool for campaigning. Posters in political contests have their privileges to be researched. The privileges include the large and varied number of posters, the sentences contained in the posters are written and of course persuasive.

Some speech acts, especially persuasive, have the effect of moving the listener. Persuasion can be expressed by persuading to change opinions, forcing others to agree, or persuading someone (Fitria, 2021). Pérez-Hernández states that in persuading, the speaker tries to convince the listener of the merits of the action, and he does so by appealing to his rationality by presenting the reasons, advantages, and benefits of the proposed action (Pérez-Hernández, 2020). According to Johansen & Larsen the act of persuasion is an attempt to act and influence action with both verbal and non-verbal utterances (Johansen, J. D., & Larsen, 2005). Aziz & Othman defines the act of persuasion is described as a stimulus that changes, forms, or strengthens a response (Aziz, S. A. H., & Othman, 2020).

Persuasion is also interpreted as a message that is transmitted from one person to another through the use of language and can change the attitude of the recipient (Ta et al., 2021). According to Marwoto et al, the term persuasive is a substitute for the form of the word persuasion in English (Marwoto et al., 1985). The form of persuasion is derived from the verb to persuade which means "to persuade or convince". Yoon et al. conclude that persuasive content can be better persuaded by messages that are more relevant to the goal (Yoon et al., 2005). So a persuasive discourse is a discourse that contains persuasive or persuasive presentations that can arouse the curiosity of the reader or convince and obey implicit or explicit appeals made by the author or maker.

In addition, according to Alwi et al. persuasion can mean an invitation to someone by

giving reasons and good prospects that convince him, subtle persuasion, or means an essay that aims to prove an opinion (Alwi, Dardjowidjojo, & Lapoliwa, 2003). Persuasion does not take the form of coercion or violence against the person receiving the persuasion. Therefore, persuasion discourse requires certain efforts to stimulate people to make decisions by the wishes of the author. Efforts that can be used are to provide evidence, although not as strictly as in the argument. Commonly known forms of persuasion are (1) propaganda carried out by certain groups or bodies, (2) advertisements in newspapers, magazines, or other mass media, and (3) leaflets. Persuasion always aims to change the minds of others. Therefore, advertisers try to persuade other people to accept or do something the advertiser wants. For that, it is necessary to create trust in the product. Persuasion itself is an attempt to create conformity or agreement through trust. People who accept persuasion will also be satisfied and happy because they do not accept the decision based on threats (Keraf, 2008). Although the structure of persuasion discourse is sometimes the same as argumentative discourse, the diction is different. Not infrequently persuasion discourse is a form of exposition that is married to a description but has a specific purpose, namely to tempt the reader to do something or direct the reader to a certain attitude.

Persuasive discourse is a discourse that can grab the attention of the reader, which can attract interest, and can convince the reader. Beebe & Beebe believe that persuasion is the process of changing or strengthening attitudes, beliefs, values, or behaviors (Beebe & Beebe, 2012). According to Tarigan the characteristics of persuasive discourse are as follows: (1) persuasive discourse must be clear and orderly, (2) discourse must be lively and vibrant, (3) persuasive discourse has strong grounds, and (4) persuasive discourse must be dramatic (Tarigan, 2009). Furthermore, according to Keraf the techniques used in persuasion include the following: 1) rationalization, persuasive techniques can be limited to a process of using reason to justify a problem, the basis or reason is not a direct cause of the problem. The truth discussed in persuasion is not an absolute truth, but only the truth that serves to lay the foundations and pave the way so that the desires, attitudes, beliefs, decisions, or actions that have been determined or taken can be justified. Rationalization in persuasion will take place well if the speaker or writer knows what the needs and desires of the audience or readers are, as well as their attitudes and beliefs. The distinguishing feature of this technique is the involvement of ratio or deep thought. An example of the use of rationalization is the ability to control

emotions so that the content is following the purpose to be achieved by persuasion. 2) Identification, persuasive attempts to present a situation of conflict and hesitation, so the speaker or writer must analyze the audience or the reader and the whole situation they face carefully. Therefore, the speaker can easily identify himself with the audience. This is often used by candidates for representatives of the people in elections who try to identify themselves as "children and representatives of the people" as people who were born and raised in an environment of farmers, fishermen, laborers, and so on so that they will pay attention to the interests of their environment. Because he feels and sees for himself what the needs of the community he is facing, he will fight for those needs, which are also his own needs. This struggle will be achieved if the audience gives a vote to him or his group. The main character in the technique is the existence of an identity that is identified as the reader or the common people. 3) Suggestion, is an attempt to persuade or influence others to accept a belief or position without giving a logical basis for belief in the person who wants to be influenced. In everyday life, suggestions are usually done with words and tone of voice. A series of interesting and convincing words accompanied by a full and authoritative tone of voice can enable parents or substitute parents to be considered all-knowing and all-powerful, so that what they do or say always has a powerful suggestive power. Therefore, someone who wants to be persuasive with the desired result can take advantage of the power of parental suggestion. He should try to present a figure who can take the place of parents, and display a person who is loving or is respected by the audience. This technique has the main characteristic, namely that the emotional strength obtained comes from the main feature, namely that the emotional strength obtained comes from the strength and obedience to something or someone. 4) Conformity, is a desire or action to make oneself similar to something else. Conformity is a mental mechanism to adjust or conform to something that is desired. The attitude taken by the speaker or writer to adjust to the situation so that tension does not arise is also included in conformity. It seems that this technique is similar to the identification. The difference is that the identification of the speaker or writer only presents a few things that concern himself with the presence or speaker. In conformity, the speaker shows that he can act and act as the audience. 5) Compensation, is an action or result of an effort to find a substitute for something that is not acceptable or an attitude, or condition that cannot be maintained. Efforts to find a substitute occur because the original action or

situation has experienced frustration. The author invites the reader to create a better situation that is expected by the people. 6) Replacement or substitution, is a process that seeks to replace an object or thing that is experiencing obstacles and an intention of another thing which at the same time replaces the original emotion of hatred, or sometimes the emotion of genuine love. In persuasion, the speaker or writer tries to convince the audience or reader to divert a certain object or goal to another goal. In this respect, there is a resemblance to compensation. An example of substitution is, for example, a scapegoat in a scapegoat, an object that is the object of hatred or anger is diverted or replaced with another object that does not have to receive the hatred or anger. 7) Projection, is a technique to change something that was a subject into an object. A traitor character possessed by a person does not want to be recognized as a trait or character but is expressed as a trait or character of another person. If someone is asked to describe someone he doesn't like, he will try to describe something good about himself (Keraf, 2008). Regarding political persuasion, Finoza adds that as the name implies, political persuasion is used in the political field by people who are involved in politics and the state. Political and state experts more often use this type of persuasion for political and state purposes (Finoza, 2001).

METHOD

The main method used in this study relies on a qualitative descriptive method. Qualitative research is an umbrella term that includes various interpretation techniques that seek to describe, read the code, translate, and in addition be able to understand the meaning, of various phenomena that naturally exist in the social world (Merriam, 2009). Meanwhile, Moeleong defines qualitative methodology as a research procedure that produces descriptive data in the form of written words or verbally or from the form of policy action (Moeleong, 2002). This method is carried out by describing the use of persuasive techniques in campaign posters for regional head elections in the North Central Timor Regency. The form of data in this study is written data which is then grouped and analyzed. The subject of this research is in the form of all the words and sentences contained in the poster of the regional head election campaign in the North Central Timor Regency in 2020 as a whole. The method of data collection in this study used the method of listening, reading, and taking notes. The listening method, namely the researcher is the main key to listening to the data in the form of written data. Listening is done carefully, directed, and

thoroughly. The basic technique is a listening technique that is free to engage in conversation, data collection can be done by listening to the use of language without participating in the process of talking or making. Data collection with this technique is called the free-to-talk technique. In this technique, researchers are directly involved in determining the formation and appearance of prospective data except only as observers of prospective data that are formed and arise from linguistic events that are outside of themselves (Sudaryanto, 2015).

RESULTS AND DISCUSSION

To persuade, people need some persuasion strategies that will help them persuade others (Wijaya & Tedjaatmadja, 2017). Based on the results of the study, it was found that the use of persuasive language in the TTU district election campaign posters by the three pairs of candidates varied greatly. Therefore, in this discussion, persuasive techniques will be described based on the data obtained by each candidate pair.

The Persuasive Technique of Candidate Pair Number 01

In the campaign poster for candidate pair number 01, eight persuasive sentences are often used with different techniques. The persuasive sentences included in this poster are of course arranged straightforwardly and interestingly to influence the minds of the public as the target. Based on the results of the analysis of the eight sentences listed in the poster of Paslon 01, it was found that the persuasive technique used was the most dominant type of persuasive technique used, and then followed by the rationalization technique. The following are the results of data analysis on the use of persuasive language by candidate pair 01:
(1) One heart for Biinmafo!
(2) Unite, Fight to Win. Number 1 vote!
(3) We Are in One Heart For forwarding and Civilized Biinmafo!
(4) Unite Wins Our Package in One Heart With Coblos No. 1!
(5) We Are One To Continue!
(6) We are in agreement, go on, go on!

Sentences (1), (2), (3), (4), (5), and (6) are a persuasive language that is included in the candidate pair 01 poster using the technique of suggestion. This technique is an attempt to persuade or influence others to accept a belief or position without giving a logical basis for belief in the person who wants to be influenced.

Paslon 01 tends to consistently try to influence people's minds and build people's beliefs by bringing up the words 'one' and 'unified' in

sentences (1), (2), (4), and 'we are of one heart' as in (3),(5), (6) which is the essence of the sentence. This shows an invitation or hope by candidate pair 01 to the people of the TTU district to jointly vote and win their package.

(7) One means that we must unite. Biboki, Insana, and Miomaffo must be one in Biinmaffo, because united we are strong. We must unite even though we have different choices, lest there be divisions between us in this democratic party.

In sentence (7) it is an example of persuasive language using the rationalization technique listed in the campaign poster for Paslon 01. This technique can be limited to a process of using reason to justify a problem, the basis or reason is not a direct cause of the problem. that. Persuasive language (7) uses a rationalization technique and contains a statement in the form of advice or an appeal addressed to the people of the TTU district to think rationally and take a stand in the face of a democratic party without any conflict in making choices. (8) Women's leadership is

leadership that can reflect and express women's values.

Furthermore, sentence (8) above is an example of persuasive language using identification techniques. In this sentence, candidate pair 01 can easily identify themselves to the public as the only female candidate competing in the TTU district head election. This was used by Paslon 01 to try to identify himself as a "woman" who was also able to lead by promoting the values of women in the TTU district community.

Based on the data found in the campaign poster for candidate pair 01, the use of persuasive language with conformity, substitution or replacement, compensation, and projection techniques tends not to be used. Therefore, the percentage of all data shows that the use of language using suggestion techniques is the most frequently used, is 75%, followed by rationalization techniques at 13%, and identification techniques at 13%. The following is the conclusion of the persuasive technique data used by candidate pair 01:

Table 1. Data on The Use of Persuasive Techniques for Candidate Pairs 01

Data Code	Data Persuasive Language Data	Rational ization	Substit ution	Proje ction	Sugges tion	Confor mity	Identif ication	Compen sation
(1)	One heart for Biinmafo!	×	×	×	√	×	×	×
(2)	Unite, Fight to Win. Number 1 vote!	×	×	×	√	×	×	×
(3)	We Are in One Heart For forwarding and Civilized Biinmafo!	×	×	×	√	×	×	×
(4)	Unite Wins Our Package in One Heart With Coblos No. 1!	×	×	×	√	×	×	×
(5)	We Are One To Continue!	×	×	×	√	×	×	×
(6)	We are in agreement, go on, go on!	×	×	×	√	×	×	×
(7)	One means that we must unite. Biboki, Insana, and Miomaffo must be one in Biinmaffo, because united we are strong. We must unite even though we have different choices, lest there be divisions between us in this democratic party.	√	×	×	×	×	×	×
(8)	Women's leadership is leadership that can reflect and express women's values.	×	×	×	×	×	√	×

Candidate Pair Persuasive Technique 02

In the campaign poster for candidate pair 02, eight persuasive languages are listed, but with different techniques. Based on the results of the analysis of the eight sentences listed in the poster of Paslon 02, it was found that the use of persuasive techniques of rationalization type was the most dominant, followed by suggestion techniques and compensation techniques. The following are the results of data analysis on the use of persuasive language by candidate pair 02:

(9) If the determination to prosper the people is strong and steady, then there are no difficulties whatsoever that can hinder and shake our fighting spirit to achieve victory with the people.

(10) Together with FRESH we will create a clean, accountable, and high-performing government; effective and efficient government as well as good and quality public services, as capital to achieve good governance!

(11) The political show of image games has passed because the people have been trained to separate lies from words - to fight together as it is.

(12) It is indeed difficult for us to make changes, but it will be even more difficult if we do not change immediately.

(13) Do not hate those who say bad things to bring you down, for they are the ones who make you strong every day.

(14) Happy Tuesday – Hard work and unyielding are the keys to a prosperous life.

Sentences (9), (10), (11), (12), (13), and (14) are examples of the use of persuasive language with rationalization techniques. This technique can be limited to a process of using reason to justify a problem. Therefore, the persuasive sentences used are sentences that make sense and are rational. Sentence (9) is an example of the use of persuasive language with rationalization techniques. This sentence contains an appeal statement in the form of the advice offered by candidate pair 02 to the people of the TTU district. So that people are invited to think rationally about the benefits that will be obtained from the call.

In sentence (10), it is also a statement of appeal in the form of an invitation offered to the people of the TTU district to realize a clean government system. By using this sentence, it is hoped that it will influence the public's perspective on the realization of a good and correct system of government and public services. The rationalization technique in the sentence (11) also contains a statement in the form of justification for a problem and involves the ratio of people's thoughts and emotions about the political situation in the community as the owner of the vote. While sentences (12), (13), and (13) are rationalization techniques that contain statements that tend to involve people's emotions more.

(15) Two Finger Greetings-Make TTU Shine.

Furthermore, sentence (15) above is an example of the use of persuasive language using identification techniques. Paslon 02 tried to identify itself by highlighting the slogan 'salam two fingers' which later became the hallmark and jargon of Paslon 02 when campaigning.

(16) E-GOVERNANCE CAN MINIMIZE CORRUPTION – Government administration by utilizing information and communication technology to improve public services and the public can control government performance.

Sentence (16) is an example of persuasive language using compensation techniques. In this sentence, Paslon 02 is trying to invite the public to implement E-governance within the scope of the TTU district government. In this case, the candidate pair wants to show innovative advantages that have never been implemented by the previous government. Based on the data found in the campaign posters for candidate pair 02, the use of persuasive language with the techniques of suggestion, conformity, substitution or substitution, and projection tends not to be used. Therefore, the percentage of all data shows that the use of language using rationalization techniques is the most frequently used, which is 75%, followed by identification techniques 13%, and compensation techniques 13%. The following are the conclusions of the persuasive technique data used by candidate pairs 02:

Table 2. Data on The Use of Persuasive Techniques for Candidate Pairs 02

Data Code	Data Persuasive Language Data	Rationalization	Substitution	Projection	Suggestion	Conformity	Identification	Compensation
(9)	If the determination to prosper the people is strong and steady, then there are no difficulties whatsoever that can hinder and shake our fighting spirit to achieve victory with the people.	√	×	×	×	×	×	×
(10)	Together with FRESH we will create a clean, accountable, and high-performing government; effective and efficient government as well as good and quality public services, as capital to achieve good governance!	√	×	×	×	×	×	×
(11)	The political show of image games has passed because the people have been trained to separate lies from words - to fight together as it is.	√	×	×	×	×	×	×
(12)	It is indeed difficult for us to make changes, but it will be even more difficult if we do not change immediately.	√	×	×	×	×	×	×
(13)	Do not hate those who say bad things to bring you down, for they are the ones who make you strong every day.	√	×	×	×	×	×	×
(14)	Happy Tuesday – Hard work and unyielding are the keys to a prosperous life.	√	×	×	×	×	×	×
(15)	Two Finger Greetings-Make TTU Shine.	×	×	×	×	×	√	×
(16)	E-GOVERNANCE CAN MINIMIZE CORRUPTION – Government administration by utilizing information and communication technology to improve public services and the public can control government performance.	×	×	×	×	×	×	√

Candidate Pair Persuasive Technique 03

Similar to candidate pairs 01 and 02, the campaign posters for candidate pair 03 also use eight persuasive languages but use different and more varied techniques. Based on the results of the analysis of the eight sentences, it was found that the use of persuasive identification techniques was the most dominant, followed by suggestion techniques, rationalization techniques, and conformity techniques. The following are the results of data analysis on the use of persuasive language by candidate pair 03:

(17) The Prosperous Village Package is an UNDERSTANDING, PEACE-loving, and fair package for all.
(18) Greetings from the Prosperous Village!
(19) Prosperous Village for a better TTU – best choice.
(20) United to build TTU-Desa Prosperous.

Sentences (17), (18), (19), and (20) above are examples of the use of persuasive language using identification techniques. These four sentences contain the slogan 'prosperous village' which is the candidate's flagship program. This later became one of the mainstay slogans and became the identity of candidate pair 03.

(21) Biboki-Insana-Miomafo Unite to Build TTU-Prosperous Village.
(22) Together We Can.

Sentences (21) and (22) are examples of the use of persuasive language using suggestion techniques by candidate pair 03. These two sentences contain an appeal or statement of persuasion to the TTU community. In this case, Paslon 03 uses these two sentences to influence people's thoughts and emotions by offering a basis for belief in the spirit of unity and solidarity.

(23) Good People Choose Prosperous Villages.

Sentence (23) above is an example of using persuasive language using rationalization techniques. This sentence contains meaning that is not absolute, involves people's minds, and can control people's emotions. Giving the statement 'good people choose a prosperous village' can influence the perspective of the community when making their choice.

(24) The people of TTU district certainly hope for progress in this area, especially the hope of the younger generation, so to realize all the dreams that have been hidden for so long, let's unite in choosing the Prosperous Village package because we all know the character and abilities of these two figures.

Sentence (24) is an example of the use of persuasive language using confirmation techniques. This sentence contains a statement of effort and an invitation to realize the expectations of the TTU community by relying on the abilities of the two figures of candidate pair 03. Based on the data found in the campaign poster for candidate pair 03, the use of persuasive language with conformity, substitution or replacement, and projection techniques tends to be discouraged. Therefore, the percentage of the overall data for Candidate 03 shows that the use of language using identification techniques is the most frequently used, which is 50%, followed by suggestion techniques at 25%, rationalization techniques, and compensation techniques each getting a percentage of 13%. The following are the conclusions of the persuasive technique data used by candidate pairs 03:

Table 3. Data on The Use of Persuasive Techniques for Candidate Pairs 03

Data Code	Data Persuasive Language Data	Rationalization	Substitution	Projection	Suggestion	Conformity	Identification	Compensation
(17)	The Prosperous Village Package is an UNDERSTANDING, PEACE-loving, and fair package for all.	×	×	×	×	×	√	×
(18)	Greetings from the Prosperous Village!	×	×	×	×	×	√	×
(19)	Prosperous Village for a better TTU – best choice.	×	×	×	×	×	√	×

(20)	United to build TTU-Desa Prosperous.	×	×	×	×	×	√	×
(21)	Biboki-Insana-Miomafo Unite to Build TTU-Prosperous Village.	×	×	×	√	×	×	×
(22)	Together We Can.	×	×	×	√	×	×	×
(23)	Good People Choose Prosperous Villages.	√	×	×	×	×	×	×
(24)	The people of TTU district certainly hope for progress in this area, especially the hope of the younger generation, so to realize all the dreams that have been hidden for so long, let's unite in choosing the Prosperous Village package because we all know the character and abilities of these two figures.	×	×	×	×	×	×	√

CONCLUSION

Based on the results of the discussion that discussed the use of persuasive techniques on each of the campaign posters used by the candidate for regent and deputy regent in competing in the regional elections of North Central Timor district in 2020, there were eight sentences taken and analyzed on each campaign poster. candidate pairs as an example of representation of the use of persuasive techniques. At the data analysis stage, it was found that each pair of candidates used different persuasive techniques. In the poster of Paslon 01, it was found that the use of persuasive techniques with the type of suggestion was the most dominant with a percentage gain of 75%; in candidate pair 02, it was found that the use of persuasive techniques of rationalization type was the most dominant with a percentage gain of 75%; and in candidate pair 03 the use of persuasive techniques with identification type is the most dominant with a percentage gain of 50%.

Furthermore, based on the calculation of the overall data on the use of persuasive techniques in the campaign posters of the three pairs of candidates, it can be concluded that the use of rationalization techniques and suggestion techniques is the most dominant, namely with the acquisition of a percentage of 33%, followed by identification techniques with the acquisition of a percentage of 25% and compensation techniques with the acquisition of percentage as much as 8%. Meanwhile, the use of persuasive techniques of conformity type, substitution techniques, and projection techniques are rarely used on the campaign posters of each candidate pair.

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