ABSTRACT

This research discuss the role of posts on social media as the communication style of presidential candidate to communicate with public or their followers. Nowadays, social media helps to perform communication in different ways, on of them as a political instrument to shape public's opinion and also a media for parties to interact. This research uses multimodal/social semiotics by Kress and Van Leeuwen for visual mode. The top three pictures before and after 2019 election with most likess on instagram account @sandiuno are used as research data. This research used metafunctions from visual mode which consist of representational, interpersonal, and textual. Caption holds an important role in a post, therefore it is analysed using identification analysis. Researcher also did communication style analysis from Tubbs & Moss to understand which style is used by Sandiaga Uno in social media. The result shows that Sandiaga Uno, through instagram account @sandiuno, has the same communication style before and after the 2019 election, which is the controlling style. He also has the democratic type of leadership. This research is hoped to be a refference and comparison for future research in social media phenomennons with multimodal analysis.