

## **Semiotic Analysis of Jokowi's Instagram Account About G20**

## **Analisis Semiotika dari Akun Instagram Jokowi tentang G20**

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### **Abstract**

*Indonesia has the honor to be the leader of the G20 forum. As a country with unique diversities, great economy, and social development, also leadership dynamics have led to an urgency to analyze Indonesian performance in G20, which includes the president of Indonesia named Jokowi. Jokowi has been a great spotlight for Indonesia for almost a decade; therefore, the data is more than enough to be analyzed with semiotic analysis. Saussure's semiotic analysis has an in-depth technique regarding language dynamics since Indonesia is strongly affiliated with social alignment. Jokowi's performance is placed in his Instagram account, using Saussure's Semiotic analysis we could discover strong multivectors results in his identity politics in his diplomatic interest behind Jokowi and G20 forum. To understand and discover is to prepare and improve for a better research perspective around the government.*

**Keywords:** *Diplomatic Interest; G20 Forum; Identity Politics; Jokowi; Multivectorism*

### **Abstrak**

Indonesia mendapat kehormatan menjadi pemimpin forum G20. Sebagai negara yang memiliki keragaman yang unik, pertumbuhan ekonomi dan social yang cepat, juga memiliki dinamika kepemimpinan yang mengarahkan pada kinerja Indonesia di agenda G20, yang diwakili oleh Jokowi sebagai presiden Indonesia. Jokowi menjadi pusat perhatian bagi masyarakat Indonesia selama hampir satu dekade. Oleh karena itu, penelitian ini dianalisis dengan analisis semiotika. Analisis semiotika Saussure memiliki teknik yang mendalam mengenai dinamika bahasa karena Indonesia sangat berafiliasi dengan keberpihakan sosial. Kinerja Jokowi terlihat dari konten-konten yang ada di akun resmi Instagram-nya. Dengan menggunakan analisis Semiotika Saussure, hasil penelitian meunjukkan bahwa terdapat hasil multivektor yang kuat dalam politik identitasnya dalam kepentingan diplomasinya di belakang Jokowi dan forum G20. Memahami dan menemukan berarti mempersiapkan dan meningkatkan perspektif penelitian yang lebih baik di sekitar pemerintah.

**Kata kunci:** *Diplomasi, Forum G20, Identitas Politik, Jokowi, Multivectorism*

## 1. Introduction

Indonesia is one of the members of the G20, a group of 19 countries and the European Union that represent the world's largest advanced and emerging economies. The G20 was established in 1999 as a forum for international economic cooperation and decision-making which is an honour for a developed country like Indonesia. As a member of the G20, Indonesia has a prominent role in shaping global economic policy and addressing key economic and financial issues (Saputra & Ali, 2021). Some of the key areas that Indonesia has been involved in through its participation in the G20 include: **(1). Economic Growth and Development.** Indonesia have been an active participant in discussions around promoting global economic growth and development. This includes discussions around sustainable and inclusive economic growth, investment, and infrastructure development (Permatasari & Lazuardy, 2020). **(2). Trade and investment.** Indonesia have been involved in discussions around trade and investment policies and has been a proponent of reducing trade barriers and promoting free and fair trade (Astuti & Fathun, 2020). **(3). Climate change and energy.** Indonesia has been actively involved in discussions around climate change and energy policy and has advocated for the adoption of clean energy technologies and sustainable development practices (Hernandez & Prakoso, 2021). **(4). Financial regulation.** Indonesia has been involved in discussions around financial regulation and has supported

efforts to strengthen the global financial system and improve financial stability (Candini et al., 2022).

In addition to its involvement in these key areas, Indonesia has also been an active participant in G20 working groups and has hosted a number of G20 events, including the G20 Summit in 2018. Through its participation in the G20, Indonesia has had the opportunity to engage with other global leaders and to shape important economic and financial policies that affect the global economy.

At the summit, the leaders of the member countries usually participate in plenary sessions and working group meetings to discuss specific issues or certain phenomenon and to develop recommendations for policy actions (Sundararaman, 2020). The host country may also organize side events, such as business forums and cultural events, to promote dialogue and cooperation among the participants. The outcomes of the G20 summit are usually documented in a communiqué that outlines the key issues discussed and the policy recommendations agreed upon by the leaders. The communiqué is typically released to the public at the conclusion of the summit. In summary, while I cannot provide specific information about Indonesia's G20 in 2022, it is likely to follow the general format of previous G20 summits, with discussions on a range of economic and financial issues, as well as other global issues of common concern.

Indonesia is an active player in the international community and

maintains a policy of neutrality and non-alignment, making Indonesia has its unique traits on its own. Its foreign policy is guided by the principles of independence, freedom, and international justice. Indonesia is a founding member of the Non-Aligned Movement and plays an active role in the United Nations and other international organizations (Anshori, 2020). One of Indonesia's key diplomatic positions is its commitment to maintaining peace and stability in the region and beyond. It has been actively involved in regional and global efforts to promote peace and security, including participating in peacekeeping missions and contributing to conflict resolution efforts.

Indonesia is also committed to promoting economic development and cooperation with other countries, particularly in the Southeast Asian region. As the largest economy in Southeast Asia, Indonesia plays an important role in the region's economic development and has been involved in a number of initiatives to promote economic cooperation and integration, such as the ASEAN Economic Community (de Leon et al., 2021). In addition, Indonesia has been a strong advocate for democracy, human rights, and the rule of law. It has been involved in efforts to promote human rights and democracy both domestically and internationally and has been a vocal advocate for the protection of the rights of its citizens and people around the world including sustainable development and decisions. Indonesia's diplomatic position is guided by a commitment to independence, freedom, and

international justice, and a focus on promoting peace, stability, economic development, and human rights (Susilo & Sugihartati, 2020).

Joko Widodo, also known as Jokowi, is the current President of Indonesia and has been in office since 2014. He has been actively involved in international diplomacy, representing Indonesia on the global stage and promoting the country's interests and values (Intentilia, 2020).

Jokowi has emphasized the importance of Indonesia's role in the region and the world and has sought to increase the country's engagement in international affairs. He has been involved in a number of high-profile diplomatic initiatives, such as hosting the Asian African Conference in 2015, which brought together leaders from Asia and Africa to discuss issues of common concern. One of Jokowi's key priorities have been to promote economic development and investment in Indonesia, and he has been actively involved in efforts to attract foreign investment and expand Indonesia's trade and investment partnerships (Aprilia & Handoyo, 2019; "International Union Rights, Journal of The International Centre for Trade Union Rights," 2008). He has been involved in several international trade and investment forums, including the G20, and has sought to strengthen Indonesia's position as an attractive destination for foreign investment (Nurlelawati, 2019).

Jokowi has also been a vocal advocate for democracy, human rights, and the rule of law, both in Indonesia and on the global stage. He has emphasized the importance of promoting democratic values and

institutions and has been involved in efforts to promote human rights and protect the rights of minorities and marginalized groups. Jokowi's relevancy to diplomatic forums stems from his leadership and his commitment to promoting Indonesia's interests and values on the global stage. His engagement in international diplomacy has helped to raise Indonesia's profile and increase the country's influence in regional and global affairs (Virgota et al., 2021). Therefore, this research aim is to expand the perspective for future development as some conception of governance needs repeated reviews before being implemented. By reflecting on their social media account, a flaw to develop better is the way for Indonesian better growth

## **2. Literature Review**

The G20 Summit is an annual forum where the leaders of the world's 20 largest economies come together to discuss key economic and financial issues. There has been considerable research on the G20 Summit, particularly on its role in global governance, the outcomes of the summit, and the implications for individual countries and the international system as a whole. One key area of research has focused on the role of the G20 in global governance. Some scholars argue that the G20 has emerged as an important forum for global economic governance, particularly in the wake of the 2008 financial crisis. Others have criticized the G20 for lacking legitimacy and being dominated by powerful countries, particularly the United States.

Another area of research has focused on the outcomes of the G20 Summit. Some scholars have evaluated the effectiveness of the summit in achieving its goals, particularly in areas such as financial regulation, economic growth, and development. Others have examined the specific policy recommendations that have emerged from the summit, such as measures to combat tax evasion and promote infrastructure investment. Finally, some scholars have examined the implications of the G20 Summit for individual countries and the international system. For example, some studies have evaluated the impact of G20 membership on individual countries, particularly in terms of their economic and political influence. Other studies have examined the role of the G20 in shaping the broader international system, particularly in relation to issues such as global governance and the distribution of power. The literature on the G20 Summit is diverse and multi-disciplinary and provides a rich understanding of the role and significance of the summit in the global economy and international system.

Joko Widodo, also known as Jokowi, is the current President of Indonesia and has been active on social media since his campaign for the presidency in 2014. His social media accounts, particularly his Twitter account, have been the subject of a number of academic studies and analyses. One key area of research has focused on Jokowi's use of social media as a tool for political communication and engagement (Daniel Susilo, 2021). Some scholars have argued that Jokowi's use of

social media has been effective in mobilizing support and engaging with the public, particularly among young and tech-savvy voters. Others have highlighted the limitations of social media as a tool for political communication, particularly in terms of its potential to amplify political polarization and disinformation.

Another area of research has focused on the content of Jokowi's social media posts and the ways in which he presents himself and his policies on these platforms. Some scholars have analyzed the language and rhetoric used by Jokowi on social media, as well as the images and videos he shares, in order to better understand his political messaging and communication strategies. Finally, some studies have evaluated the impact of Jokowi's social media presence on public opinion and political engagement in Indonesia. Some studies have found that Jokowi's social media use has contributed to a more open and participatory political culture in Indonesia, while others have highlighted the potential risks of social media for democracy and political stability. The literature on Jokowi's social media account is diverse and multi-disciplinary and provides a rich understanding of the role and significance of social media in contemporary Indonesian politics.

There have been a number of research studies conducted on Joko Widodo (Jokowi), particularly regarding his leadership style and effectiveness as the president of Indonesia. Here are a few examples: (1). A study by Setiawan (Afajri Afajri et al., 2021) and Suciati (Endang Setiowati & Pijar Suciati,

2019) examined Jokowi's leadership style from the perspective of transformational leadership theory. The authors concluded that Jokowi's leadership style is predominantly transformational, with a focus on empowering and inspiring his followers to achieve the country's development goals. (2). A study by Wulandari (Slara Ayu Wulandari et al., 2021) analyzed Jokowi's leadership in responding to the COVID-19 pandemic in Indonesia. The authors found that Jokowi's leadership was characterized by a strong sense of urgency, a focus on scientific evidence and data, and a commitment to collaboration and coordination across different sectors and levels of government.

These studies suggest that Jokowi's leadership style is characterized by a focus on empowerment, simplicity, and pragmatism, as well as a commitment to promoting national development and welfare. However, some researchers have also noted that Jokowi's leadership faces significant challenges, particularly in the areas of corruption, bureaucratic inefficiency, and political opposition (Ekayanta, 2019).

### **3. Methods**

The research method will be using Saussure's Semiotic analysis model. Ferdinand de Saussure's Semiotic Analysis is a method of analyzing signs and symbols and their meanings in human communication. This approach, also known as semiology, is widely used in fields such as linguistics, anthropology, and cultural studies. It offers a way to understand

how meaning is created and conveyed through language and other forms of representation. At the core of Saussure's Semiotic Analysis is the concept of the sign, which is the basic unit of meaning in language and other systems of communication (Leone, 2019). A sign consists of two parts: the signifier, which is the physical form of the sign (such as a sound or a written word), and the signified, which is the concept or meaning that the sign represents.

According to Saussure, the relationship between the signifier and the signified is arbitrary and conventional, meaning that there is no inherent connection between the two. Rather, the meaning of a sign is determined by its relationship to other signs in a particular system of communication, such as a language or a cultural context (Fanani, 2013). Saussure also distinguishes between two types of signs: the iconic sign and the arbitrary sign. An iconic sign has a direct resemblance or similarity to its signified, such as a photograph or a drawing. An arbitrary sign, on the other hand, has no inherent connection to its signified and relies on a shared convention or agreement among members of a particular culture or language community.

One of the key insights of Saussure's Semiotic Analysis is that meaning is not fixed or universal, but rather is shaped by the context and system of signs in which it is used. This means that the same sign can have different meanings in different contexts or cultural settings and that the meaning of a sign can also change over time (Kofi et al., 2021). Saussure's Semiotic Analysis has been applied to a wide range of fields

and topics, from the study of language and communication to the analysis of cultural symbols and practices. For example, it has been used to understand the meanings of advertising slogans and logos, the role of language in shaping identity and power relations, and the significance of cultural rituals and symbols.

One limitation of Saussure's approach is that it tends to focus on language and other forms of representation and may not be as well-suited to analyzing non-verbal communication or embodied experiences. Additionally, some scholars have criticized Saussure's emphasis on the structural features of language and the sign system, arguing that it overlooks the role of human agency and creativity in producing and interpreting meaning.

There are several limitations to Saussure's Semiotic Analysis that have been identified by scholars and critics over time. Here are a few of them: (1). Limited scope: Saussure's approach tends to focus on language and other forms of representation, such as art and literature. This narrow focus may limit the applicability of his analysis to other areas of human experience, such as non-verbal communication or embodied experiences (Chang, 2009). (2). Structural emphasis: Saussure's emphasis on the structural features of language and the sign system may overlook the role of human agency and creativity in producing and interpreting meaning. Some scholars argue that his approach underestimates the active role of individuals and communities in shaping and transforming cultural practices and meanings. (3). Binary

oppositions: Saussure's approach relies heavily on binary oppositions, such as the signifier/signified and the arbitrary/iconic sign distinctions. While these oppositions can be useful for analytical purposes, they may oversimplify the complexity and fluidity of meaning in real-world contexts (Engle, 2011). (4). Lack of attention to historical and cultural context: Saussure's approach tends to abstract language and communication from their historical and cultural context. As a result, his analysis may not fully account for the complex social and cultural factors that shape the meanings and uses of language and other signs. (5). Limited account of power and ideology: Saussure's approach does not explicitly address the role of power and ideology in the creation and interpretation of signs and meanings. Some scholars argue that his analysis neglects the ways in which dominant cultural groups use language and other signs to maintain and reinforce their social, economic, and political power



Despite these limitations, Saussure's Semiotic Analysis remains a valuable and influential approach to the study of signs and meaning and has been used to analyze a wide range of cultural and communicative phenomena.

The analysis unit of this research is Jokowi's Instagram account content. The data to be analyzed is the visual and the language presented in the content. The unit analysis are chosen with both G20 and Non-G20 to find other factors related to G20 and find their different shape of interest during G20. Although the limitation of the method, with the heterogeneity data,

it could improve the validation through their language presentation in the caption and their event weights in G20.

#### 4. Result and Discussion

**Table 1. Semiotic Analysis of Jokowi's Instagram Account**

Picture 1

<p><b>Description</b></p> <p>Jokowi gathers with US President Joe Biden and India PM. The caption describes them to build global infrastructure together as their discussion topic.</p>
Picture 2

<p><b>Description</b></p> <p>Jokowi posted picture of him and UAE President discussing</p>

together. The caption placed how they become close by building Syeikh Zayed Mosque in Solo.

**Picture 3**



**Description**

Jokowi meets Erdogan, the President of Turkey and discuss about the war of Russia and Ukraine

Source: @Jokowi Instagram Account

The first picture presents about Jokowi with India and US leaders. The sign from that post is the picture of Joe Biden and Narendra Modi talking with Jokowi. The signifier is the caption about them as Indonesia, US, and India leaders to discuss about building global infrastructure. What we get from the Signifier is that Jokowi sees how US and India has good tech collaborations between US and India. Therefore Jokowi presenting the topic that could link them together despite differences stored in each country. That means the picture gives landscape of global power. Even though India is still a developed country, India has many important roles in US Tech developments.

2<sup>nd</sup> picture is the picture of Jokowi and UAE President. The sign is Syeikh Zayed and Jokowi met each other and talk about each country's interest. The signifier is the caption about sealing their deal by building Syeikh Zayed Mosque in Solo. From the signifier, we find an answer that Jokowi makes a deal by building Syeikh Zayed Mosque in Solo which is different from his vision in first picture. Because the 2<sup>nd</sup> picture is local infrastructure instead of heading towards the global infrastructure. In other words, those two are different diplomatic interests even though they both hold same positions in G20, the same developed country.

3<sup>rd</sup> picture is the picture of Erdogan as Turkey President and Jokowi as Indonesian President. The sign is Jokowi and Erdogan holds handshake together during G20. The signifier is the caption that in the meeting, Jokowi talks to Erdogan about the task to solve Russia and Ukraine problem or in other words to make them ended the war and make peace. The 3<sup>rd</sup> picture is the boldest because the caption didn't talk about local benefit and business anymore but they talk about the human right. As Indonesia is known to be neutral, it was hard to see Turkey in neutral alignment. The caption about ending Russia and Ukraine's war indicates their involvement in human rights which is their assignment to be seen as not biased in handling the conflict. The 3<sup>rd</sup> picture and the two previous pictures don't have a correlation in meaning since the interests are divided into 3 different landscapes. The 1<sup>st</sup> is global power related, the second is involving their implementation in local



infrastructure, and the third is about human rights activists. Indonesia's neutral alignment makes it difficult to predict the capability in the future.

### **Multivectorism in G20**

Based on the data we get, knowing that Indonesia is still a developing country, the political orientation performed by Jokowi is multivectorism. Multivectorism is a term used to describe a foreign policy approach in which a state seeks to maintain relationships with multiple international actors, including both friends and foes. Multivectorism is often seen as a way to balance power and reduce dependence on any one country or bloc. This approach is commonly used by small or medium-sized states that lack the power to dominate their region or the world.

One of the key aspects of multivectorism is that it involves building relationships with countries that have competing interests (Samokhvalov, 2016). For example, a country may have close ties with the United States, while also developing a strategic partnership with China. Multivectorism can be seen as a way to hedge against potential changes in the international system or to avoid being drawn into conflicts or rivalries between major powers. Multivectorism has been used by a number of countries around the world, including India, Brazil, and Indonesia. These countries have sought to develop relationships with a wide range of countries, including both democracies and authoritarian regimes. This approach has often been driven by a desire to maintain

autonomy and independence in a world dominated by great powers.

Multivectorism can be seen as a response to the challenges of globalization and the increasing interconnectedness of the world. As economic, political, and social networks become more complex and diffuse, states may find it difficult to rely on traditional alliances or strategic partnerships (Vanderhill et al., 2020). Multivectorism allows countries to navigate this complexity by building diverse relationships that help them adapt to changing circumstances and pursue their own interests. One of the challenges of multivectorism is that it can lead to a lack of coherence in a country's foreign policy. Building relationships with a wide range of countries with competing interests can make it difficult to develop a clear and consistent approach to international affairs. This can also create tensions with traditional allies, who may see multivectorism as a form of hedging or a lack of commitment.

Despite these challenges, multivectorism remains a popular approach to foreign policy for many countries. In a world characterized by rapid change and uncertainty, maintaining a diverse set of relationships provides a measure of stability and security. By building partnerships with a wide range of countries, states can also gain access to new markets, technologies, and sources of political support. In conclusion, multivectorism is a foreign policy approach that involves building relationships with a diverse set of international actors. This approach is often used by small or medium-sized states that seek to

maintain autonomy and independence in a world dominated by great powers. While multivectorism creates challenges and tensions, it remains a popular and effective way for countries to navigate the complexities of the global system.

The justified reason why Jokowi strongly used this as Indonesian has heavy multiculturalism influence. The difficulty of multicultural management leads Indonesia to choose multivectorism at its best, not because each interest can be offense pawn but because which interest would be better defence and each turn will be the defence for Indonesian weakness. India agreed to join this due to the same circumstances and nations' characteristics like Indonesia; hence, when combining with India and US, the best way to blend them is through multivectorism. The also same applies to Indonesia towards UAE and Turkey. When both countries seek security, they'll form a contract even though it doesn't align to Indonesian ideology and political trauma. For example, Indonesia is known to heavily hates China, however their product and infrastructure are still a huge shipment from China.

### **Identity Politics**

The unique condition of Indonesian identity politics is rooted from their multivectorism while Indonesian various cultures, languages, and tribes are like ammos to nurture the diplomatic environment. Indonesia is a diverse country with over 300 ethnic groups and more than 700 languages spoken. The country has a long history of colonialism or in other words, the colonialism has their

binary mindset implemented Indonesia to create their own identity politics, which has led to various identity politics movements emerging in the country (Rifai et al., 2020). One of the most significant identity politics movements in Indonesia is the movement for the recognition and rights of the indigenous people of Papua. The indigenous Papuans have long been marginalized and discriminated against by the Indonesian government, which has led to a separatist movement seeking independence even though the status is still greyish. The Papuans case however is the effect of Indonesian's strong identity politics in their performance of multivectorism politics.

In addition to these movements, there are also various identity politics movements based on ethnicity, religion, and culture. These movements seek to promote the recognition and rights of various minority groups in the country. Identity politics in Indonesia reflects the country's diverse population and complex history. While these movements have brought attention to important issues and contributed to social change, they have also been a source of conflict and division in the country; thus, what makes Indonesia unique? Identity politics are not merely a product of building an identity to homogenize their culture, but making identity politics based on their diversity of cultures, tribes, and languages.

However, the main significant identity politics movement in Indonesia is the Islamic movement. Indonesia is the world's most populous Muslim-majority country,

and Islam has played a significant role in Indonesian politics and society. There are various Islamic groups in Indonesia, including traditionalist, reformist, and radical groups (Nava Nuraniyah, 2021). But in the G20 case, the connotation is not in negative way, rather it was used by Jokowi in approach to build mosque for UAE in order to gain their trust . The majority of Muslim will be in his vote if everyone sees him building mosque for Indonesian people and UAE will gain Indonesian trust that their foreign relationship is more intimate than the other country. Hence Jokowi's social media team posted about their pact in more detail than merely announcing their meetings

## **5. Conclusion**

The conclusion for this research is that his Instagram account is strongly dominated by Multivectorism Politics, the Multivectorism Politics are what rooted Indonesia to use Identity Politics. By sharing global interest, Jokowi created narration to build global infrastructure, this also repeating the ESEMKA car plans which ended up unknown in result. By sharing Local Interest, Jokowi placed UAE in holy image for Indonesian Muslim Majority by building Syeikh Zayed mosque in Solo. Locals are more familiar with religious infrastructure in Arab rather than advanced infrastructure built by Elon Musk's Tesla or Mark Zuckerberg's Metaverse. It was a bold move that Syeikh Zayed is used to gain local votes on his long political career in the future. Other than that, the interest that is put between him and Turkey's President

is a surprise, a mission to bridge the conflict of Russia and Ukraine. It means that Indonesia started to display power in global politics despite Russia and Ukraine war has been a specialized field for big country in EU and US. The sign that Indonesia started to take move on bigger country means that the government signaling a great development of economy in the future calculation. However this also means that Identity Politics in their Multivectorism wouldn't be that effective anymore as it was more of a multivectorism to gain leftover treasure from great powers rather than winning them over.

Author's academic suggestion for this research result is that for the government and scholars to be aware of security priority in the future. When taking a step into global politics, security will likely be targeted by opposition or even worse, Indonesia could be targeted of developing weapon like US do. The great challenge is to lessen he religious interest to gain vote or either way, it'd be easy for Indonesian citizen to be twisted with propaganda narration from other big countries.

Author's Practical suggestion is to keep an eye on cultural invasion by cancel culture. Some Indonesian autobases in twitter once got attacked by some western users due to thread warning of LGBT, this kind of move is a direct threat to force Indonesia to change ideology into theirs. As Indonesia already entered G20, it won't be seen like an infant anymore; therefore, the cultural field needs to be defended in some social media opinions. To win them over is not by big votes from Locals but by

advanced tech product from Indonesia

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