

ABSTRACT

Gaya Komunikasi Calon Presiden Republik Indonesia 2024 Dalam Acara Debat (Analisis Isi Kualitatif Pada Acara Debat Calon Presiden ke 1,2 dan 3 oleh KPU)

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The research aims to identify the communication styles of the three 2024 presidential candidates during the debates organized by the KPU. The research method used is qualitative content analysis, which aims to explore the narratives and intonations of the presidential candidates. This study analyzes various narratives, intonations, and backgrounds of the presidential candidates. The unit of analysis includes indicators of communication styles such as controlling, equalitarian, structuring, dynamic, relinquishing, and withdrawal, supported by three types of intonation: imperative, declarative, and interrogative. Data were collected through direct observation of the debate broadcasts and supported by relevant literature reviews. The results of the study show that the communication styles embedded in the various narratives presented have differences influenced by the different backgrounds of the candidates. Controlling and equalitarian communication styles were found to dominate among the two presidential candidates and were characterized by imperative intonation. These findings can serve as a reference for further studies on other communication style models and illustrate how a person's background can influence their communication style. Additionally, this study is expected to raise public awareness about the importance of understanding the messages conveyed by presidential candidates.

Keywords: Communication Styles, Qualitative Content Analysis, Presidential Candidate Debate, Communicator Characteristics

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