



## Charles Sanders Peirce Semiotic Analysis of Documentary Film Dirty Vote

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### Abstract

The documentary entitled "Dirty Vote" which was delivered directly by three constitutional law experts and aired during the quiet period of the 2024 presidential election has been watched 9.6 million times on the youtube channel of the Indonesian Center for Law and Policy Studies. This film attracted the attention of the Indonesian people at that time, because this film discussed the analysis of fraud by the country's political actors during the 2024 presidential campaign. However, the movie not only highlighted the problems that occurred during the election process, but also provided space to explore possible solutions to overcome these challenges. Therefore, this research aims to look at the reality, representation, and ideology as well as the signs used by the film director in packaging this movie. This research uses Charles Sanders Peirce's semiotic analysis that puts forward Reality, Representation, and Ideology in each scene analyzed. The results showed that researchers found three different scenes that were explained in detail with specific signs. Starting from the opening scene and the introduction of the main character, political campaigns and political scandals. All signs contained in this movie have their own meaning.

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## Introduction

One type of media that is very effective in spreading messages and shaping public opinion is film. Films can reflect, criticize, or even shape social and cultural realities through visual and audio narratives (Mudjiono, 2011). In addition to movies, social media such as Youtube has also become one of the most widely used mediums to disseminate information.

Today, social media is not only used as an interactive entertainment medium, but also an integration of the public sphere with modern technology. This is because individuals can interact, share information, and participate in discussions and debates on various topics (Marques & Maia, 2010; Rice, 2002). These virtual public spaces allow individuals from different backgrounds, geographical locations, and interests to connect and communicate without physical boundaries (Madathil et al., 2015; Wilding, 2006; Ridings & Gefen, 2004).

During the 2024 Election campaign period, controversial issues regarding alleged election fraud were raised as a film by the Youtube account of PSHK (Center for Legal and Policy Studies) Indonesia. The film premiered on February 11, 2024 at 11.11 WIB or coinciding with the 3rd day of the General Election. Dirty Vote was directed by Dandhy Dwi Laksono, an investigative journalist who has often criticized government policies through films.

The documentary Dirty Vote is presented live by three constitutional law experts. Through its official synopsis, the movie reveals the use of various instruments of power to achieve victory in elections and disrupt the democratic system. Dirty Vote reviews various election frauds using constitutional law analysis. In addition, the film also criticizes the blatant use of a strong power infrastructure to maintain the status quo.

The movie "Dirty Vote" tells the story of how the 2024 elections are fraught with fraud and violations. Movies can be used as educational and entertainment tools (Madathil et al., 2015). Therefore, movies have the ability to influence public opinion and people's perspectives on certain issues. In addition, movies can be made with the aim to entertain, teach lessons, or promote ideologies. Movies also affect their audiences, including social and psychological impacts (Niemiec & Wedding, 2013; Blasco et al., 2015).

The movie, which has been viewed 9.6 million times, not only shows the problems that arise during the election process, but also discusses ways to overcome these problems. First and foremost, the Dirty Vote movie has the ability to encourage people to more actively monitor the electoral process. Public awareness campaigns and training can help people learn how to report possible fraud and ensure that their votes are counted correctly. Second, electoral systems should be changed to increase trust, transparency and accountability. This can include electoral law reform, the use of technology to improve election integrity, and changes in the structure of electoral institutions (Haque & Carroll, 2020; Tokaji, 2009).

In the movie "Dirty Vote", various issues that arise ahead of the 2024 general election are discussed. The film shows how the 2014 and 2019 presidential elections in Sumatra were distributed, including the division of Papua into six provinces, the President's appointment of 20 Pj Governors and 82 Pj Mayors/Regents, and the role of General Tito Karnavian. In addition, the film criticizes the violation of the Constitutional Court's decision on the appointment of regional heads, the relationship between Pj Governors and the President, and the tendency of Pj Governors and Regents not to be neutral. "Voting Hitam" also raises controversies about the declaration of village unity to support a particular candidate pair, and the politicization of village fund misappropriation cases. Pressure on village heads to support certain candidates, as well as the increase in salaries for civil servants, police, and retired civil servants in 2024, are revealed in the film.

Semiotic research on the movie "Dirty Vote" is essential to understand how the movie conveys social and political messages to the audience. We can discover how the movie reflects and influences the views of society about politics and corruption by looking at the signs and symbols (Beyers, 2022). This research can also help reveal the myths that are reinforced or countered by the movie, providing deeper insights into the dynamics of culture and ideology in mass media.

John Fiske's semiotic theory is used in this research to identify and analyze the signs and symbols in the film "Vote Kotor". Researchers used John Fiske's semiotic theory because this theory explains the symbols/codes in television through three levels, namely reality, representation, and ideology. These three levels can be used to analyze moving images, such as films and television shows (Bateman & Schmidt, 2013). This research also provides an explanation of how the film "Dirty Vote" develops and spreads rumors about corruption and politics.

Some of the research conducted and covering the Dirty Vote documentary also includes research conducted by Angelica Nathaniella & Triadi (2024). This research discusses "The Effect of the Dirty Vote Film during the Quiet Period of the 2024 General Election in Indonesia", using the Normative Juridical research method. The study shows that the Dirty Vote film has an impact on the 2024 elections in Indonesia because it discusses a lot of fraud that occurs in the current state system and makes people realize to be smarter when choosing state leaders (Nathaniella & Triadi, 2024).

Another research related to Dirty Vote, namely research conducted by Eugene A.M.K. Satata, et al, which reviews "Framing of Cheating Towards the 2024 Election in the Dirty Vote Film". This research uses Gamson and Modigliani's framing method. The documentary film "Dirty Vote" tells about the massive fraud that occurred in the 2024 Indonesian general election. The movie shows various ways for the alleged manipulation to occur through three state law experts. The 2024 election fraud plan is shown in stages through unethical actions against public officials, government funds used to favor certain candidate pairs, organizing institutions such as KPU and BAWASLU that are inexperienced in carrying out their functions as organizers, and the involvement of the Constitutional Court as a cover or "master plan" of this fraud (Satata et al., 2024).

Research conducted by Diah Fatma Sjoraida et al, in 2024 analyzed the sentiment of the Dirty Vote Film using BERT (Bidirectional Encoder Representations from Transformers). The results of this study show that visual effects and music music get the highest public assessment, while the cast and director get a lower assessment. Filmmakers can use this information to improve the unsatisfactory aspects when they work on the next movie (Sjoraida et al., 2024).

## Methods

This research uses a qualitative approach using the content analysis method. Content analysis is a type of research that thoroughly studies the content written or printed in mass media. Harold D. Lasswell is the creator of the symbol coding technique, which means recording symbols or messages systematically and then interpreting them. This method was developed by the founder of content analysis. Furthermore, the main tool in this research is the researcher himself, who conducts direct research such as watching, listening, and understanding the movie. "Dirty Vote" documentary using Charles Sanders Peirce's semiotic theory, researchers concentrate on the concept of three-stage signification. Where the first stage of signification is reality, which explains the reality or reality presented in a movie or moving image. The second stage of significance is Representation and the third stage of Signification is Ideology with each sign contained in it.

## Results and Discussion

Movies are communication media that convey various signs. These signs have their own meanings, both obvious and hidden. Therefore, a tool is needed to uncover and understand these meanings. Semiotic analysis, which is the study of signs, is used to analyze the sign system found in the characters or figures shown in the film.

After watching the film "Dirty Vote", the researcher found that this film contains elements of signs that are strong enough to be analyzed from each character displayed. The analysis carried out by this researcher contains scenarios or scenes that are displayed, then randomly reduced by the researcher.

If you look at the *cover of* the movie "Dirty Vote" there is a chessboard that is a sign of the whole movie. Chess itself is a game played by two individuals. This game requires strategy to win. This cover is a "satire" to describe the political actors in the 2024 election year. The way and strategy used by chess players in determining the pieces on the chessboard shows a strategy or a desire to be achieved. It is a symbol of a tactic that is being played.

The researcher determined three main scenes from the movie Dirty Vote which will be discussed later.

### Scene 1: Opening and Introduction of the Main Characters

The opening and introduction of the main character can be seen at 2:24 to 23:25.



*Figure 1. President Jokowi talks about his two children who are not interested in politics*

Source: Personal screenshot



*Figure 2. President Jokowi responds to a journalist's question about his son's candidacy for vice president.*

Source: Personal screenshot



*Figure 3. Presidential candidate number 2, Prabowo Subianto's candidacy asking for support and prayers for him and his running mate*

Source: Personal screenshot



*Figure 4. President Jokowi responds to his son's nomination of Prabowo Subianto as vice president*

Source: Personal screenshot.

In the four screenshots above, it can be seen that at minute 2:24 - minute 04:02, Dirty Vote features one of the characters, the President of the Republic of Indonesia, who responds to the nomination of his first son Gibran Rakabuming Raka as vice president of Prabowo Subianto. If seen, there are several parts that contain reality, signs, and ideology in the introduction of the actor or "main character" of this movie.

Reality: In this movie, a character better known as Joko Widodo, who is the President of Indonesia, and his wife, Iriana Jokowi, are answering journalists' questions regarding their sons' desire to become political figures in the country. The appearance of the main character, a politician, is clearly visible at the beginning of the video footage. In the second picture the president is standing with one of his ministers. Meanwhile, in Figure 3, the video explained that Prabowo Subianto asked for support for him and Gibran Rakabuming Raka to run in the country's political contestation. It can be seen that Indonesian President Joko Widodo stated that he could only support and pray for the steps taken by his son. When viewed from the expressions displayed by Figure 1. and Figure 2. tend to be the same. But in the expression of Figure 4. The President looks happier, as seen from the small smile given to the journalist.

Signs: A sign that the speaker is a political figure of the country (President of the Republic of Indonesia) because it illustrates the special clothes often used by the President of the Republic of Indonesia. In addition, in Figure 3. Gibran uses clothes that show the characteristics of candidate 02. In addition to clothing, the background of the place in the video is also shows an open space or campaign area. In Figure 3. there is interaction with important figures of the country with the President of Indonesia.

Representation: The portrayal of the main character as someone who is powerful and has strong connections in the political world. This can be seen in Figure 4, where the President is seen to be quite close to Presidential candidate number two, Prabowo Subianto, who is the Minister of Defense of the Republic of Indonesia.

Signs: Dialogue that shows a close relationship with an important figure, a way of speaking and body language that shows confidence. Where in the next footage at minute 4:07 President Jokowi stands in front of Prabowo Subianto and behind him is displayed the country's defense equipment.

Ideology: The video trailer at the beginning wants to show the inconsistency of Joko Widodo's statement, as the father of Gibran Rakabuming Raka as well as the President of Indonesia towards his son's candidacy as vice president of Indonesia. At the beginning of the video, at 2:25, Jokowi states that his son is not entering politics because he is still focused on his business. However, at the 3:06 mark, Prabowo Subianto and Gibran declare their candidacy for the country's political contest, followed by a video explaining Joko Widodo's support and prayers for his son who is running as Prabowo Subianto's running mate.

Signs: Joko Widodo's rhetoric or explanation when interviewed by reporters when his son was confirmed as the number two vice presidential candidate. Jokowi said that his attitude as a parent was to support the steps taken by his son.

Joko Widodo as the main character of all the images described by Zainal Arifin Mochtar et al. Although in this documentary there are descriptions of fraud committed by other candidates, but in general this film explains that power is used for the purpose of winning elections and Indonesia's democratic order. That is why the initial flow of this documentary video goes directly to statements from Joko Widodo on his son's candidacy as Vice President of the Republic of Indonesia 2024- 2029.

## **Scene 2: Political Campaign**

The Political Campaign scene starts from minute 23:26 to 51:54. This scene covers the campaign violations of the three presidential candidates for 2024-2029.



Figure 5. Ibu Iriana Jokowi waves the 2-finger symbol with using presidential car  
Source: Screenshot



Figure 6. Presidential candidate Prabowo Subianto cheers this year's campaign will be one round only

Source: Personal screenshot



Figure 7. Differences in campaign promises of the three candidates for President of the Republic of Indonesia 2024-2029.

Source: Personal Screen Capture



Figure 6. Four-finger gesture, as one of the breakthroughs to support candidate 1 and candidate 1.3 in the second round of the 2024 election.

Source: Personal Screenshot

The four screenshots above illustrate the political campaign scene described in the movie "Dirty Vote" at minutes 23:26 to 51:54. In this time span, the film director has begun to bring up a few "scenes" of the 2024 election fraud discussed in the series of analyses below:

**Reality:** The reality shown in Dirty Vote is the political campaign movement or political visualization that is starting to be seen from the movements of political figures in this country. In Figure 1, Iriana Jokowi or the First Lady of the Republic of Indonesia shows two fingers to the people on the side of the road she is traveling on. It seems clear that the car used by Iriana Jokowi is a state official car. Presidential candidate Prabowo Subianto declared that the 2024 presidential election would only take place in one round. This was further emphasized by his statement "based on electability surveys" conducted by several survey institutions. Figure 3 shows the differences in the campaign promises or campaign taglines of the three presidential candidates. Image

Zinal Arifin who was explaining the four movement as a symbol of the combined support between candidate pairs 1 and 3 which were then combined into 4.

**Signs:** Some of the visible signs of support are: a) Picture one of Iriana Jokowi's support which is more inclined to candidate two. This is shown with a two-finger gesture which is a symbol of candidate number two; 2) Figure 2, the clothes worn by political figures, the setting filled with 02 supporters, and the narration delivered; 3) Figure 3, The first politician with a serious expression and the words "Continue!" signifies a campaign to continue existing policies. The second politician with an expression and the words "Fix" implies a focus on improving existing policies or situations. The third politician with a smile and the words "Change" indicates a campaign for significant change or reform. This image represents the different platforms or campaign promises of three politicians who may be competing in an election. Each offers a different approach to voters: continue current policies, improve existing policies, or make major changes.

**Representation:** It highlights how campaigns are used as a tool of mass manipulation and how the media is used to influence public opinion. Starting from state officials to candidates or political figures show their partiality to one pair.

**Signs:** The use of rhetoric in speeches, the mass media highlighting the campaign, and the reaction of supporters.

**Ideology:** The emphasis on manipulation and propaganda in politics, suggests that campaigns are more about image than substantive policy. This can be seen in Figure

and Figure 3. Where each politician promotes his or her own image with a tagline. Image of a hand raising four fingers. In certain situations, such as protests, political campaigns, or social movements, this sign can serve as a powerful symbol.

**Signs:** Focus on visuals and rhetoric that manipulate public emotions. The striking orange background and finger style can be attributed to an attempt to attract attention and make the message more memorable. Certain ideologies that may be associated with the hand symbol are shown in this image. This image/symbol may show teachings that support solidarity, the struggle for justice, or social and political transformation. Mobilizing support or conveying an easy-to-understand and memorable message to the audience is the goal of using this powerful and striking symbol. The four-finger gesture seems to be an offer and symbol that in the future (second round) there will be a merger of the forces of 01 and 03 through the 04 gesture or the four-finger gesture. A raised hand with four fingers can symbolize certain ideologies, such as solidarity, resistance, or the desire for change.

The political messages conveyed by the three politicians are depicted using visual symbols and text. We can understand how this image functions as a tool political communication that illustrates ideological differences and campaign platforms by looking at signs on three levels: ideology, representation, and reality. This analysis shows how visuals and text work together to convey complex messages to the audience.

### Scene 3: Political Scandal

This political scandal began with the PJ Governor of West Kalimantan who was not neutral by siding with one of the candidates who wanted to continue the Nusantara Capital City project. He said that, if IKN was built, West Kalimantan would become a developed area. There is already a ring road, so if the president in question will be finished, it will not be jammed and many other things will happen which are certainly considered to benefit West Kalimantan Province. In addition to the PJ Governor of West Kalimantan, there are also several actions of political actors that are openly shown in the 2024-2009 Presidential election.

Including Nana Sudjana, who was a former Chief of Police of Surakarta in 2010, when Joko Widodo served as Mayor of Solo. Achmad Marzuki as Acting Governor of Aceh who previously served in the Ministry of Home Affairs, three days working at the Ministry of Home Affairs he was immediately withdrawn as Acting Governor of Aceh. There is a relationship between the appointment of acting governors and various events in the presidential election and other events.

The four new provinces on the island of Papua directly participated in the general election in 2024, whereas if you look at the *track record* of general elections in Indonesia, especially for new provincial rules, in 2013, namely North Kalimantan, the general election could only be followed in 2019.

Some of the results of the analysis on each scene that falls under the political scandal criteria will be discussed in detail below:



Figure 8. Acting Governor of West Kalimantan giving a speech to his subordinates

Source: Screenshot



Figure 7. The head of a political party is asking people receiving social assistance to thank the President.



Figure 8. Bivitri explaining the increase in social assistance from year to year.

Source: Personal screenshot



Figure 9. Picture of Jokowi lifting 3 sacks and above him is a figure who has a bigger body than him.



Figure 10. Bivitri explaining the meaning of "pork barrel politics".

Source: personal screenshot



Figure 11. Prabowo is greeting his supporters.

Source: Personal screenshot



Figure 12. Prabowo was seen campaigning using an official car.

Source: Personal screenshot



Figure 13. deputy minister who was seen campaigning for one of the candidates.

Source: Personal screenshot



Figure 14. A minister is seen saying something with a picture of one of the candidates behind him



Figure 15. A minister is clearly seen campaigning for one of the presidential candidates.

Source: Dirty Vote.

A minister is clearly seen campaigning for one of the presidential candidates. Source/Dirty Vote.



Figure 16. Constitutional Court courtroom.

Source: Dirty Vote



Figure 17. Poster Gibran satire carried oleh Vote.

Source: Dirty Vote

**Reality:** The revelation of political scandals involving important figures in Indonesia, ranging from party leaders, PJ governors, mayors, to presidents.

Figure 1, PJ Governor of West Kalimantan who is not neutral by siding with one of the candidates who want to continue the Nusantara Capital City project. He said that, if IKN was built, West Kalimantan would become a developed area. There is already a *ring road*, so if the president in question will be finished, it will not be jammed and many other things will happen which are certainly considered to benefit West Kalimantan Province. of course this clue leads to one of the 2024-2029 presidential candidate pairs.

Figure 2, shows a political figure who clearly states his alignment with one of the presidential candidate pairs, even in the Dirty Vote film, the Chairman of the National Mandate Party politicized social assistance. The next video also shows the reality that occurred when Airlangga Hartarto provided social assistance to people in West Nusa Tenggara. The Coordinating Minister for Economic Affairs even asked the recipients of social assistance in Mandalika Village, Lombok, West Nusa Tenggara to thank President Joko Widodo. This expression occurred on January 14, 2024 (still during the campaign period of the presidential and vice-presidential candidate pairs.

Figure 3 illustrates the distribution and speed of social assistance, which rises quite high when approaching an election year. As happened in 2013, 2019, until the 2024 elections. In 2023-2024, a lot of social assistance was provided to the community. Even if seen in January 2024, this social assistance has spent 78.06 T. Even in the next explanation, Bivitri Susanti explained the details of social assistance in 2024 which was referred to as "shock money" and jumped quite high, namely from 496.8 T to 508

T. 508 T is partly allocated with some of it not yet allocated, but it has been planned to be allocated in 2024. Bivitri further explained about the increase in salaries for civil servants, TNI, POLRI, and PPPK, which rose by 8% in 2024. Apart from those who are still actively working, those who are no longer actively working also received a salary increase, namely an increase in the salary of retired civil servants which rose by 12% in 2024.

Figure 4, shows a situation where there is inequality of burden or power. The people at the top may represent the ruling class or the ruling elite, while the people at the bottom may represent the people or groups under pressure. Picture of fat people on sacks is an icon because it visually resembles a person with a large body, and the sacks are similar to real objects. The person standing under a pile of sacks with a tense face shows a heavy load, indicating significant pressure or workload. The person on top looks relaxed, showing a lack of concern for the person below.

Figure 5, This image shows criticism or perceptions of Jokowi's leadership. The pig symbol shows accusations or negative perceptions about the way the government manages projects and public funds. Pork barrel politics is also known as pork barrel politics. This term refers to slavery in America. The slaves fought over the pork in the barrel. So that eventually the term emerged that there were people who would fight over an official allotment for their own convenience. The way of politics that uses state money to be disbursed to electoral areas by politicians so that they are re-elected, at this time Jokowi is not asking people to vote for him but his successor.

Figures 6, 7, 8, 9, 10 show how Indonesian politicians communicated with the public during the campaign. The controversy about the use of helicopters in the campaign appears in the accompanying news, which shows the problem of using state facilities for personal or political interests. Apart from that, some state apparatus are seen supporting each other's candidate.

Figures 11 and 12 show the final level of all the problems that occurred, namely the decision of the Constitutional Court (MK). The movie explains that all the problems culminate in the Constitutional Court granting the age limit of the vice- presidential candidate, from 40 years old to 35 years old.

Signs: Secret documents, video footage, and media reports about the political scandals shown in the movie *Dirty Vote*. There are also visual effects displayed through posters or pictures that show the opposition that is happening.

Representation: Shows how political scandals are often hidden from the public and how the media plays a role in exposing the truth.

If seen from the representation of images 1 and 2, it is possible that the political elites are also directly involved in declaring their support. How this political scandal is blatantly exposed or still being shown to the public.

In Figure 3, there is a spike or increase described by data on the increase in social assistance from year to year.

Figure 4, It is possible that the red color in the background indicates a certain political system or ideology. The sacks can serve as a symbol of social or economic burden. The reality of this image shows a situation where there is inequality of burden or power. The people at the top may represent the ruling class or the ruling elite, while the people at the bottom may represent the oppressed people or groups.

This image shows social or political criticism of Jokowi. Its depiction with a pig can be considered as a political satire or caricature that wants to show something negative about his actions or policies.

Figure 6. shows Prabowo's political actions interacting with his supporters. The headline adds a layer of representation that suggests there is controversy or criticism of his actions, showing another side of campaign activities that may be considered unethical or inappropriate by some.

Figures 7. 8. 9. and 10 show the interaction of political actors with the public by carrying the "title" of their respective positions. If seen in the picture, several ministers and party leaders are campaigning for their support.

Figures 11 and 12 show the Supreme Court's support for the candidacy of one of the vice presidents. This action is also the culmination of all the problems that have occurred.

Signs: Signs that can be seen from each of the screenshots and images in the movie "Dirty Vote" are the presence of state equipment (transportation), which is used when the political actor approaches or shakes hands with his supporters. Where it is clearly visible there are several party flags behind him. Some ministers who clearly stand in front of the crowd with the background image of the candidate pair being carried.

Ideology: A critique of corruption in politics and the role of the media as a watchdog of power. Social assistance does not have to be stopped because of elections but, what needs to be remembered is that this social assistance is a way for us to quickly practice the 5th Precept of Pancasila and Article 34 of the 1945 Constitution which states that, the poor and abandoned children are cared for by the state.

The images above, especially images 3, 4, 5, 11, 12, contain ideological messages that can trigger criticism of Jokowi's government. These messages can come from the opposition or groups that disagree with his policies or way of leadership. In some cultures, pigs can be associated with negative meanings, especially in relation to corruption or budget mismanagement.

Figure 6, contains ideological messages that may relate to criticism of the misuse of state facilities by public officials. This message may come from the opposition or from groups that support transparency and accountability in the use of state resources for personal or political gain.

Figures 11 and 12 are visual images that show "support" for decisions made by one of the political actors. Where as explained in the movie "Dirty Vote" that there were changes made by the Supreme Court to the age limit for vice presidential candidates.

Signs: A visual icon where the words "Jokowi's pork barrel politics" are written, the picture also shows an effort being made. When viewed from the environment or background behind the man standing while carrying a pork barrel, many other pigs can be interpreted as "waiting for positions". The hats or clothes used by the characters in some of the images above also show that the characters are political actors At the beginning of the film, Zainal Arifin Mochtar invites the audience to view the film as a tool to punish. He states that the movie is a symbol and a reminder that Indonesians played an important role in the election of Joko Widodo as president. Likewise, Bivitri Susanti, a Constitutional Law Expert who also plays a role in the film, stated that her involvement in the Dirty Vote project aims to make more people aware of the

significant fraud in the 2024 general election, which she believes should not be ignored for the sake of a smooth electoral process. Feri Amsari emphasized that Dirty Vote can serve as an educational tool for the public about electoral fraud and how politicians manipulate voters for their personal interests. This is very visible in every scene or visual and audio content contained in the Dirty Vote movie.

Some other discussions also include the Constitutional Court's decision on Gibran Rakabuming Raka (setting the age limit for vice presidential candidates) was immediately implemented, when Gibran registered the KPU had not made new rules. KPU has not made new rules regarding Gibran's candidacy as vice president. Gibran is also referred to as the bastard child of the constitution. This is because on March 9, 2023, the Indonesian Solidarity Party (PSI) proposed a revision of RI Law No. 169 letter Q which regulates the age limit of presidential and vice presidential candidates. The provision requires that only people who are 40 years old can become president or vice president candidates. PSI wants the rule to be changed to "a person who has reached the age of 35 can apply to be a vice presidential candidate". BAWASLU's incompetence was also shown in the posting of the Ministry of Defense's social media account, which hashtagged #PrabowoGibran. This was not followed up further.

PSHK published the documentary using the Youtube Channel. This documentary provoked the public to respond through the comments section. Based on the results of observations, as of July 14, 2024, the Dirty Vote documentary has been watched 9.6 million times, and 112,779 comments have filled the Dirty Vote documentary video page. This research also sees pros and cons as a public response to the Dirty Vote documentary. There are some people who think that this documentary is a political education for the Indonesian people, and there are some other public responses who say that this film is a propaganda tool to bring down one of the candidates during the 2024 election campaign. So it can be said that this film received a lot of attention and initiated discourse from the public through Youtube comments.

However, the movie not only highlights the problems that occur during the electoral process, but also provides space to explore possible solutions to overcome these challenges. First, Dirty Voted can encourage the active participation of the public in monitoring and scrutinizing the electoral process (Hertanto, 2023). Through public awareness campaigns and training, communities can learn how to report potential fraud and ensure that their votes are counted correctly. Secondly, the electoral system must be changed to give people more trust and to be more open and accountable.

Such as research conducted by Angelica Nathaniella et al. in 2024 which discusses the influence of the Dirty Vote Film during the Quiet Period of the 2024 General Election in Indonesia, using the Normative Juridical research method. Studys shows that the Dirty Vote film has an impact on the 2024 elections in Indonesia because it discusses a lot of fraud that occurs in the current state system and makes people realize to be smarter when choosing state leaders. In her analysis, Angelica also found that this film gives a "warning" to each viewer to avoid presidential candidates who commit a lot of fraud in terms of law and structural order of the Indonesian state.

The same thing was obtained by Eugene A.M.K. Satata et al. (2024) who reviewed the "Framing of Cheating Towards the 2024 Election in the Dirty Vote Movie". This research uses Gamson and Modigliani's framing method. The results of this study show how the documentary film "Dirty Vote" tells about the enormous fraud that occurred in the 2024 Indonesian general election. This analysis discusses the 2024 election fraud

plan which is displayed gradually through unethical actions against public officials, government funds used to favor certain candidate pairs, organizing institutions such as KPU and BAWASLU.

## Conclusion

This movie mostly tells about the reality of violations committed by national political figures. Through the three scenes analyzed by the researcher, it was found that the delivery of critical messages about the electoral process that may be unfair and manipulative using signs contained in posters, or visual displays, indices, and symbols was clearly displayed by the film "Dirty Vote". Politics is an arena where every move counts and can have a huge impact, both positive and negative, as shown by the broken chessboard and strategically placed pieces. The title "DIRTY VOTE" adds an important aspect that makes this picture more vivid on the issue of election fraud.

The movie "Dirty Vote" through various scenes depicting political scandals, political campaigns, and the introduction of actors, provides an in-depth and critical view of the electoral process that is full of fraud and manipulation. Through visual and sound representations, the movie successfully conveys the message of the importance of integrity and honesty in democracy, while highlighting the harsh realities of the political world.

The reality shown in Dirty Vote is a political campaign movement or political visualization that began to be seen from the movements of political figures in this country, starting from the President, the ranks of ministers, political figures, acting governors, village heads and state civil apparatus. The reality shown is not only to one party, but to each presidential and vice presidential candidate for the 2024-2029 period.

The representations highlighted how the campaign was used as a tool for mass manipulation and how the media was used to influence public opinion. Starting from state officials to candidate pairs or political figures show their partiality for one pair. Some scenes contain ideological messages relating to criticism of the misuse of state facilities by public officials. These messages may come from the opposition or from groups that support transparency and accountability in the use of state resources for personal or political gain.

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