

Visual Representation of Malaysian Candidates in General Election in Selected Coalition Parties: A Visual Survey on Social Media

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Abstract—The 15th General Election was held on November 19, 2022. The warmth of the previous GE-15 (General Election 15) is still being talked about by many today. In the context of elections in Malaysia, the main factors that influence selected coalition parties based on communication strategy involving the manifesto agenda besides its effective visual strategy. The use of visuals is seen as a practical, easy, and fast medium of dissemination to influence audiences within the political party. This study aims to examine the meaning and ideology behind the visual representation of candidates involving Pakatan Harapan (PH), Barisan Nasional (BN), and Perikatan Nasional (PN). Visual Semiotics Theory by Kress and van Leeuwen (1996) was adapted to study visual characteristics and ideology. The results found PH, BN, and PN attach great importance to the implementation of the principle slogan and positive visual elements in the agenda of their party. As a result, PH emphasizes the principles of progress and integrity, BN emphasizes progress and well-being while PN is seen to emphasize the combination of the principles of PH and BN in their party, which are well-being, integrity, and progress. In this case, PN is seen as more critical and transparent based on a combination of slogan principles compared to PH and BN. Positive visual representations and interesting slogan principles are seen as effective alternatives for ideology dissemination to audiences throughout the election season.

Index Terms—visual, politic, GE-15, social media, critical discourse analysis

I. INTRODUCTION

The General Election is a moment awaited by all levels of society regardless of race and religion to fulfill their duty to the country. During this election, we can examine and study sources of information that are rarely disclosed to the public. There are various channels of information that can be obtained. What is interesting is we can get information regarding every political element directly on multiple platforms nowadays. This platform can be used to access political information and be used as an open political communication field. Ahmad et al. (2017) argues that political information on various platforms can be used as a political communication space for discussions involving party struggles, community mobilization, etc. Therefore, the availability of easily accessible information will influence the audience's perception of whether they support, do not support, or are not in favor of any party in principle (Sanawi et al., 2022).

Statements like this are also explained by Razali et al. (2021) in the complicity of the role of new media with political information. Strictly speaking, political information accessed in new media through various platforms has a high dependency based on the convenience and sophistication of technology in the 21st century. This idea is very significant to evaluate political information with the openness of the audience's perspective on today's political world (Wan et al., 2021). Nowadays, looking at the development of society towards the political world, they are more intelligent in interpreting information than a few years ago. The experience and sophistication of technology in accessing diverse information can help the public obtain accurate and beneficial political information. To base the existing democratic system in our country fairly and effectively, it is necessary to obtain accurate information (Ye et al., 2010). Based on this view, Nielsen and Fletcher (2020) also stated the significance of the media in global society so that society is more open and understands political policy in depth.

In this regard, the public's perception of evaluating all candidates visually can be done more fairly. Concerning that, Awang's (2016) view regarding political identity in a party will be stronger when there is information that favors their stance. At the same time, perspectives among political party members are evaluated based on communication, such as good argumentation techniques, empathy, and relevance in providing views on an issue. However, McCombs and Valenzuela (2020) have a different view by considering that this information does not depict anything true or reality but the pieces of information that are needed are just to grab or manipulate the public's view.

As described, it clearly shows that political information sources involving the use of various platforms are very widespread and this facility is welcomed by all levels of society. However, the community also needs to use this facility wisely to find quality and reliable material sources. This research represented political influences on how candidates are visually represented, helping us grasp the strategic choices made by various parties. This analysis offers valuable insights into how parties present their candidates to the public, potentially shaping voter perceptions and election outcomes too. It can be seen how the visual of candidates addressing issues related to other societal dimensions in their visual messaging is one of the significant. Besides, the way candidates are visually presented can mirror a political party's commitment to diversity and inclusivity. Investigating this aspect can reveal whether parties prioritize representation from different segments of society. In addition, it helps to understand the media's influence on shaping public perceptions and its impact on political discourse. Thus, all these hold significances that represent the visual of Malaysian candidates in a general election.

II. LITERATURE REVIEW

The use of social media nowadays is synonymous with the world community. The changing pattern of society to obtain political information traditionally to the transition of the modern world is said to have occurred in the past two decades (Wan & Mat, 2021). Political information is traditionally used and intended in the past, such as the use of printed materials from newspapers, manuscripts, magazines, and others (Mustafa & Hamzah, 2011). In this era, society is more open to accepting changes in new media using social media, such as Facebook, Twitter, Instagram, Blogs, and others.

According to Noor (2020), this new media is like a library that provides and distributes information in addition to having other purposes for the community to communicate and be influential. This has become the daily need of the community to get political information from the platform. Salman et al. (2018) stated that society today is more comfortable using social media to obtain political information, especially young people. It can be said that social media platforms are very useful in providing and conveying information that happens outside the community (Hassan, 2019).

Technological modernization is seen as a new dimension for humans to explore the real world without borders. Based on the statement of Raja et al. (2018), the dependence of Malaysians on the use of Google websites to obtain information is very high, this includes participation in other social media platforms. Looking at the context of the use of social media and sources of political information, social media is becoming increasingly popular among people in Malaysia. The use of social media also involves users of politicians, royal relatives, famous members, and celebrities who each have their influence (Bakshy et al., 2012). The use of social media alone is not the main thing that will be discussed in this study, rather political information related to visual resources, visual characteristics, visual meaning, and ideology are focused on. This view is supported by Paidi and Hassan (2021) who even in this sophisticated society will not be aware of the political influence highlighted in the media as an important element in spreading ideas, propaganda, or political understanding. This is also stated by Russman et al. (2019) that images through visualization in social media are part of a political strategy to influence voters.

Political visuals in social media can also be said to be a political communication that connects parties with supporters even online. Veneti et al. (2019) also expressed the same view that the role of visuals is very significant when the displayed visual resources can influence their supporters. Political communication today is mostly built based on existing visual foundations (Schill, 2012). Society in this century is more interested and influential in the visual elements of politics compared to the verbal elements. This is because verbal elements are easy to manipulate and usually happen based on certain interests that benefit the party.

To examine and study this matter in depth, several studies can be used as a guide to study the role of political visuals in general and involving political visuals in social media in particular in local and foreign studies. For example, local studies such as Saahar et al. (2010) found that Barisan Nasional's political print ads, especially in the main headline section, have the word "proven" making the print ads a weapon for them to influence adult voters. Creative elements and the use of appropriate visual techniques can indeed influence the minds and emotions of voters. Voters seem to want to know the meaning behind the word "proven" as a rational perceptual response in the print advertisement. Other research by Besar et al. (2015) in his study is also based on visual and political influence. This study examines the by-election campaign and manifesto in the Kajang State Assembly in addition to examining the influence of respondents on the selection parties based on the use of social media. This study found that the use of social media, visual forms, and rhetorical elements that are persuasive and cynical can influence the perception of the public. However, this study is more towards researching the influence of parties at the by-election level.

Further research in the study of Md. Nagib et al. (2016) highlighted the visual elements behind the election campaign in Malaysia in the 13th GE. The results of the study found that the display of images or pictures during the ongoing 13th election campaign effectively influenced voters' emotions, opinions, memories, and thoughts. This explains that visual elements are indeed complementary in an activity involving national politics. In addition, Yusoff's (2018) study also proves that the use of social media indeed helps to enhance the image of candidates and parties through visual display during political activities. This study can explain the public's sensitivity to current developments involving political visuals.

As highlighted in the previous study, it turns out that visual forms in political images, political advertisements in social media, and newspapers tend to affect the audience's perception based on what is seen and depicted. In this study, the focus on the representative, meaning, and visual ideology of the 15th election candidates became the main topic discussed in this study.

III. METHODOLOGY

A total of 9 visual data from GE-15 candidates in selected coalition parties were used for analysis. This research aims to investigate the ideology of visual representation of Malaysian candidates during the 15th General Election in selected parties on social media. A qualitative method is fully applied, and the data will be described descriptively. The following subsections offer detailed descriptions of the population and method.

A. *Study Context*

This data involves the division of data from three different parties, namely three visual data from PH (Pakatan Harapan), BN (Barisan Nasional), and PN (Perikatan Nasional). The combination of three different data will be analyzed. The justification for choosing three different parties is that each of these parties has a fierce number of lots and sensations. All these visual studies involve selected candidate images based on each political party representative for general elections only.

B. *Sample*

Regarding the sample, the selection of this data is based on the high influence of the public on the support of each political party that is stated. These three parties have their strength in gaining voting support from supporters. The acquisition of this visual data is obtained through social media platforms that are influential nowadays, namely Facebook, Instagram, and Twitter. The data obtained on social media was taken over two months, that is, from 1st October to 19th November 2022. The justification is this date is the initial date for parties and supporters to share images of political candidates in nominations and until the date of the election. Therefore, during this period there was a visual war on social media that took place and during this period as well, supporters of each party made posts and tweets using the candidate's visuals to get the attention of other virtual citizens.

C. *Data Generation and Analysis*

The acquisition of this visual data is obtained through social media platforms that are influential nowadays, namely Facebook, Instagram, and Twitter. The data obtained on social media was taken over two months, that is, from 1 October to 19 November 2022. The justification is that this date is the initial date for parties and supporters to share images of political candidates in nominations and until the date of the election. Therefore, during this period there was a visual war on social media that took place and during this period as well, supporters of each party made posts and tweets using the candidate's visuals to get the attention of other virtual citizens.

Data in this study were analyzed by the Visual Semiotics Theory Kress and van Leeuwen (1996) to describe the visual content and ideology in all visual data. The selection of data and the number of data selected are seen as relevant and relevant to achieving the objectives of the study. Thus, by analyzing the data there are three aspects to be analyzed, namely ideational, interpersonal, and textual. In this concept, ideational is explained as a way of seeing symbols in the real world in the form of narrative and conceptual patterns, interpersonal is explained to identify the relationship between symbols in addition to the producers and receivers of symbols. Textual is explained as a visual event that occurs in the image in classifying and analyzing participants, objects, places, or people based on a specific context. These three combinations allow the expression of the meaning of the image either explicitly or implicitly.

IV. RESULTS AND DISCUSSION

A. *Visual Analysis of PH (Pakatan Harapan) Political Party*

This section discusses the results of the study based on the visuals analyzed. The results of this study outline the three main visuals selected in the last GE-15. The three main visuals analyzed below show a clear significance of why these visuals were chosen to represent the visuals of the last election. There is a main agenda to be conveyed to the audience. The following are the main conversations involving the visual representation of electoral candidate politics for PH during GE-15.



Figure 1. Anwar Ibrahim (PH's Facebook)



Figure 2. Saifuddin Nasution Ismail (PH's Twitter)



Figure 3. Lim Guan Eng (PH's Twitter)

As highlighted in the three figures above, the image shows that the three candidates are from the PH party consisting of Dato' Seri Anwar Ibrahim, Datuk Seri Saifuddin Nasution Ismail, and Lim Guan Eng. These three figures are images used by PH during the last GE-15 and Figures 1 and 2 are images obtained from Facebook. Figure 3 from the Twitter source. Based on the PH organization, this party is a combination of the People's Justice Party (PKR), the Democratic Action Party (DAP), the National Trust Party (AMANAH), and a coalition (BERSATU). This party is one of the parties that received strong support from the audience chaired by Dato' Seri Anwar Ibrahim.

Based on the three figures above, it turns out that each featured image creates an interactive relationship with the audience based on the display of the featured candidate's image with a relatively large image size, close distance, and position in front, left, and right. According to Kress and van Leeuwen (1996), the image in the left position means 'new', that is the image that brings the ideological importance of the candidate to the audience personally as illustrated in Figure 1. While the image in the right position means 'giving', that is the image that is known and agreed to by the audience, as in Figures 2 and 3. Then this visual representation can spread its ideology to the audience if the audience can interpret such a visual message in GE-15.

In addition, another visual element that can be detected based on Figure 1 is based on the font shape of Dato' Seri Anwar Ibrahim's name which is adapted to the PH party logo, like the shape of a glowing rocket. The message behind the form of writing in this image explains that he seems to be at the top, i.e., the rocket logo is associated with the symbol of success and moving forward. Meanwhile, the font form of writing the names of Datuk Seri Saifuddin

Nasution Ismail and Lim Guan Eng is not focused on a specific symbol but the writing font that has the name Lim Guan Eng has a translation of the name in Chinese and Tamil writing. In the meantime, the three figures also emphasize the public's voting for the PH party, as in Figure 1 'Vote for Hope', and the 'x' sign which is depicted as a voting sign in the ballot papers of PH candidates in Figures 2 and 3. Correspondingly, the expression every candidate in the image shows a positive expression. Figure 1 shows the image of the index finger inked and figure 2 shows the candidate's index finger, which is an iconic symbol of PH that carries the message of rejecting corruption and being free of corruption. This image of the index finger is well-known among his supporters and the public. The spread of the index finger symbol to some extent can influence the ideology of the supporters and the audience who know the message behind the symbol. Figure 3 shows an image of Lim Guan Eng holding his left hand. This visual depicts a positive image that has high energy and confidence.

As explained, all the candidate images in the figures above show a positive side to the audience based on facial expressions and body gestures. The combination of all the above images based on positive facial expressions and gestures can be linked to the audience's perception of their trust in the candidates competing in the election. This is in line with the views of Junaidi Awang Besar et al. (2012) that most supporters agree and will choose a candidate who has a leadership personality, such as having a responsible, trustworthy, honest, corruption-free, and far from individualistic attitude.

Furthermore, PH is seen using the slogans 'For a better Malaysia' and 'Tolak Rasuah!' as their manifestation to gain public support. This slogan is made the main pillar of PH to fight for the principles of progress and integrity for all Malaysians. The slogan fought for 'For a better Malaysia' illustrates that PH fully cares about the country's progress and this slogan is seen as PH's appeal to the public to believe in their ability to govern the country. The same goes for the slogan 'Reject corruption!', which promises to prove the party's integrity to the public. This can also be illustrated based on the word 'Malaysia' which is white as a focus image that focuses on the progress of Malaysia.

Besides that, the use of the number P018 which refers to the Bandar Baharu Kulim Parliamentary polling station, and P043 in Bagan is seen to be able to gain support and votes for the candidates in Figures 2 and 3. This is proven based on the description of 'Candidate No. 1' in Figure 2 which conveys the message that voters need to vote for the number one candidate to support PH. Figure 3 uses the slogan 'BAGAN BOLEH KITA BOLEH' as an attraction to supporters in the Bagan Parliament to vote for the candidate in Figure 3. This slogan is also translated into Chinese and Tamil writing to attract the attention of voters of different races. This translation can be said to be an effort to form a single understanding in spreading the same ideology to the audience.

From the perspective of color, red and white decorate the background image of each candidate that symbolizes the PH party. In a visual context, red symbolizes strength, and looking at this party organization which is also represented by several coalition parties that have a Chinese majority, red can be associated with the Chinese belief that it means a color that can bring luck in an organization and to individuals. The white color means goodness, such as purity, peace, and discipline. As discussed in this description, it clearly shows that the PH party emphasizes visual representation from various angles that can spread the ideological influence of the audience.

B. Visual Analysis of BN (Barisan Nasional) Political Party

Further, the three samples in Figures 4, 5, and 6 show the visualization of the BN party. Based on the background of the BN party, this party was created in 1973 and replaced the coalition of the Alliance Party, with a combination of the United Malays National Organization (UMNO), the Malaysian Chinese Association (MCA), and the Malaysian Indian Congress (MIC). The BN party is a 50-year-old political party founded by Tun Haji Abdul Razak Dato' Hussein. In this study, three sample images of BN party candidates were selected and obtained based on three different social media, namely Facebook, Instagram, and Twitter. All three figures show the image of the candidates, Datuk Seri Dr. Ahmad Zahid Hamidi, Khairy Jamaluddin, and Shahril Hamdan. The three candidates are synonymous among the supporters of this party and the public.



Figure 4. Zahid Hamidi (Zahid Hamidi's Personal Twitter)



Figure 5. Khairy Jamaluddin (Khairy Jamaluddin's Instagram)



Figure 6. Shahril Hamdan (Shahril Hamdan's Personal Twitter)

As in the figure above, the main image that attracts the attention of the audience is based on the identity of the candidates known in the BN party. The significance of the candidate's identity as the main image acts as a distributor of power and influence on the audience. It can be explained that the spread of party influence can be implemented based on the identity of the candidate who is participating in the election (Nur Ellyanis Mohd Basori & Junaidi Awang Besar, 2020). All three images of these candidates have direct eye contact with the audience and such images are seen as images that demand something from the audience. This kind of interaction creates a direct perception between the participants in the image and the audience, specifically this interaction is built based on eye gaze which is usually associated with the trust and honesty of the individual from the perspective of the audience. In the meantime, the position of the image is in the front position and the image taken close in Figures 4, 5, and 6 simply focuses on the importance of the main agenda and the spread of this party's ideology to the audience. According to Kress and van Leeuwen (1996), visual elements such as size, color, position, and so on are seen as significations that encourage the formation of image meaning in depth.

From the point of view of expression and body language, all BN party candidates show a positive expression to the audience. For example, the participant in Figure 4, namely Datuk Seri Dr. Ahmad Zahid Hamidi shows a more enthusiastic and confident expression based on his smile and right-hand grip in the image. The participants in Figures 5 and 6, namely Khairy Jamaluddin and Shahril Hamdan also showed positive expressions with smiles. Based on this context, the three candidates received public attention as candidates chosen by the party to contest in their respective constituencies, namely in Bagan Datuk, Sungai Buloh, and Alor Gajah. Each image above is linked to the candidate's influence in the audience to get votes from supporters and new supporters in the participating area. The use of red on the polling station number P075 is seen as the main target area to get a majority of votes from supporters in that area compared to P135 which is colored blue in Figure 6. This can be attributed to the authority and trust of supporters of Datuk Seri Dr. Ahmad Zahid Hamidi in maintaining his throne of victory in Bagan Datuk. In addition, the candidate number '04' shown in Figures 4 and 5 is also highlighted so that supporters can make the right choice and be used as a focus to choose the candidate in the image.

In the image above, the use of blue and white has been maintained as the symbolic colors of the BN party since time immemorial. These two colors are seen decorating the visual background in the three figures above. The combination of blue and white is seen as faith and purity which is depicted based on understanding and culture. Another visual element that exists and can attract the attention of the audience in the figure above is based on the use of the slogan 'Stability & Prosperity' found in all three figures. The BN party in GE-15 emphasized this slogan as one of the manifestations promised to the audience to illustrate that the principles of this slogan will be implemented. Elements of stability and prosperity are among the main initiatives that are fought for. In this regard, the highlighted slogans can also be seen from different dimensions including economic, political, and social stability and prosperity. The slogan 'Stability &

Prosperity' is also featured in Chinese and Tamil. This is intended to attract the attention of the audience by giving confidence that the symbol of racial unity is the main driving force of the BN party so that every race is not neglected.

Meanwhile, other visual elements such as the glorious stripes logo in Figure 4 are described as symbols and the spirit of democracy in Malaysia in the context of elections, and the balance scale logo as a symbol of BN can be described as a symbol of cooperation, unity, and stability of the party. In the meantime, Figure 5 shows an image that is different from the norm compared to the images of Figures 4 and 6. The use of the fence sign in Figure 5 is seen as a party strategy to gain voting support in the candidate's contested area. The fence sign '#KJ4SB' means 'Khairy Jamaluddin for Sungai Buloh' highlighting his authority and leadership as a candidate who deserves to get a majority vote in the area, while '#KitaJagaSungaiBuloh' highlights the candidate's concern to make this area better under the leadership of Khairy Jamaluddin.

In this regard, the importance of visual agenda and ideology in the BN party is seen as a main approach based on the three visuals displayed. This tendency is in line with BN's manifesto in GE-15, which is the Charity and Action Plan (PADU) which focuses on the stability and prosperity of the country to make the country more developed in line with the world in this century. Next, figures 7, 8, and 9 show three samples of PN candidates in the GE-15 visuals. The PN party is a new political party organization and was established in 2020. The PN party is a strong competitor to the PH and BN parties in the past GE-15. The advantages of this party are seen based on national spirit, Islamic and social democracy, and other things that are in line with PN principles. Based on this context, the three figures consist of PN party candidates, such as Dato' Seri Azmin Ali, Shahidan Kasim, and Dr. Radzi Jidin. Looking at the interaction of the participants in this visual, Figures 7 and 8 show the direct interaction of the participants with the audience compared to Figure 9. These two images show the gaze and reflection of the candidate's eyes parallel to the audience and the images are taken closely to build an interaction relationship. This direct view and contemplation highlight the power of the image to the audience.

However, Figure 9 shows on the contrary, the visual interaction of the participants with the audience is not established and the position of the image is also taken from the corner of the left edge. This can be explained that there is an ideology behind this image based on the position of the image on the left. Kress and van Leeuwen (1996) explained that the image that is in the left position means the image that brings the new ideology significantly and this image is seen as if it is the reflection of the audience. At the same time, this can build a positive perspective for the audience if the participants can realize their hidden agendas.

C. Visual Analysis of PN (*Perikatan Nasional*) Political Party

Looking at the expression of the three figures, they all depict positive images and the distance between the images also does not create a boundary between the participants and the audience. From the point of view of the use of color, all three figure backgrounds and text colors also use blue and white. Although the tone of blue used in the PN party is different, there is a slight similarity between this blue color and the symbolic color of the BN party. This is because the white background of the word 'Perikatan Nasional' and the blue background of PN seem to resemble the BN party flag. For example, in the BN flag, there is a blue background and a white balance scale symbol. The use of this color is seen as a strategy of PN to illustrate the same principle as BN but has a more established, current, and efficient principle to the audience.



Figure 7. Azmin Ali (PN's Facebook)



Figure 8. Shahidan Kassim (National Press's Facebook)

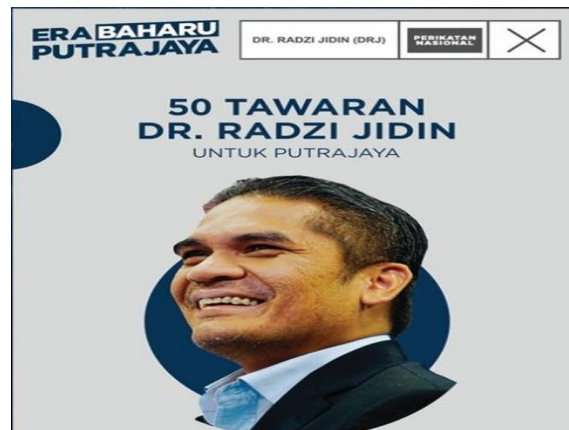


Figure 9. Radzi Jidin (Radzi Jidin's Personal Instagram)

As in the PH and BN figures, PN also emphasizes voting for their party for all three images to vote for PN through the vote sign for this party. At the same time, there is the use of slogans for PN, namely 'Prihatin, Bersih dan Stabil'. This slogan is more interesting when compared to PH and BN slogans. This slogan is seen as a combination of the slogans of PH and BN by presenting three main elements in the principles of the PN party. The principle of 'concern' can be explained based on actions to bring prosperity, and 'clean' can be expressed from the perspective of actions with integrity by rejecting any element of corruption. While 'stable' is seen in the economic, political, and social context that creates prosperity for the audience. The display of slogans in election images can create a more positive view for the audience.

As in PH and BN, PN also highlighted the placement of candidate areas to compete in GE-15. Figures 7 and 8 highlight the location of the candidate's constituency polling stations, which are numbered P098 in Gombak and P003 in Arau. PN is also seen using red which is the focal image at the Arau polling station in figure 8 through spreading power and influence on the audience. Figure 9 highlights the 'Putrajaya' area as a new alternative to attract voters to the area. With that, other visual elements that are seen as PN's political visual representation strategy are based on the use of 'Happy Voting for the Early Voters' and 'Choose the National Alliance for a Caring, Clean & Stable Government' which is the main propaganda to spread the PN ideology that guarantees towards the formation of a new government based on the principles and principles highlighted as desired by the public.

On top of that, the use of the fence signs '#PNBEST' and '#PERLISBAHARU' in Figure 8 also illustrates the ability of PN to be the best government in transforming the state of Perlis which will be realized if PN candidate Shahidan Kasim wins many votes in his constituency. This is in line with the leadership and supporter's trust in the candidate even though he joined PN only for a short time. The use of the words 'New Era Putrajaya' and '50 Deals Dr. Radzi Jidin for Putrajaya' is also seen as a manifestation of creating a new administration, even the number '50' is seen as a big and diverse offer that convinces the audience. By creating such propaganda, the ideology behind the visuals of PN candidates can be realized. In this regard, PN has been a great competitor to PH in the past GE-15 and although PN is a new political party organization, PN's ability and authority are comparable to PH's victory as a new government.

As discussed above, it can be summarized that PN has been the most effective in utilizing visual representation. Furthermore, the effectiveness of visual representation can vary due to various factors, such as the specific election, geographical location, and the intended audience. PH and BN have fierce competition in their visual naming of candidates, and each uses a similar strategy. Based on the observations PN took more proactive steps compared to PH and BN such as a comprehensive analysis of their visual campaigns, their impact, and on factors such as the efficacy of campaign strategies, candidate appeal, and public sentiment. It's crucial to recognize that political success is not solely

contingent on visual representation it involves a complex interplay of policies, campaign tactics, and the broader political context. The weaknesses of PH and BN are to be seen as challenging due to internal differences in presenting a cohesive visual identity. Besides, some visuals have differing messages and strategies, which can result in inconsistent visual representation, potentially causing confusion or dilution of their overall impact that may result influence of public perception. Such as controversies, governance issues, or public sentiment on how the public perceives the visual representations. For instance, this may necessitate adjustments in the visual representation strategies of these coalitions to connect with a diverse and ever-changing electorate. All these discussions may significantly impact the effectiveness of visual representation.

V. CONCLUSION

Based on past research, it turns out that various political contexts in social media have some influence on people either in a positive or negative form. Past research shows that visual representation also influences and is capable of unraveling and impacting the ideological diffusion of supporters of GE candidates. In the political context in Malaysia, party selection is seen as an important form of support by the people for the government that is formed through the General Election which is based on democratic practices. Elements of the formation of visual representation of election candidates are also the focus of the people in addition to the role of social media platforms that provide the dissemination of information more widely. The advantage of this platform allows all citizens to access information and see closely whatever is shared even among election candidates themselves using a social media approach to gain support from the people. So, it is not surprising that society's shift in obtaining political information is more toward new media than traditional media.

As discussed, the prominence and visual influence of election candidates also have a vital impact on the visual characteristics of candidates on social media, which include expressions, colors, image positions, language and writing, slogans, and voting locations in addition to the manifestations formed in the visuals. Nevertheless, the research data in all three parties shows a positive visual element even though the previous government, such as PH, failed to fulfill all the manifestos promised to the people. PH's victory in GE-15 is seen as the effectiveness of ideological influence through visuals to supporters although overall, PN's visual data shows an element of transparency and criticality towards the people in achieving the promised manifesto. Therefore, by conducting research like this, the findings of the study can be used to effectively detect and identify the formation of a political party's ideology in addition to helping supporters choose qualified and authoritative candidates in elections.

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