

Ricoeur's Hermeneutic Study on Anti-Corruption Campaign Posters in Mengwitani Village

Bobby Halim^{1)*}, I Made Gede Arimbawa²⁾, Herdy Kurniawan³⁾, Muhammad Rivan Hakim⁴⁾

^{1,3,4)} Visual Communication Design Study Program, Faculty of Government and Cultural Sciences, Universitas Indo Global Mandiri, Indonesia

²⁾ Doctor of Arts Study Program, Postgraduate, Institut Seni Indonesia Denpasar, Indonesia

*Corresponding Author

Email : bobby_dkv@uigm.ac.id

How to cite: Halim, B., Arimbawa, I. M. G., Kurniawan, H., & Hakim, M. R. (2025). Ricoeur's Hermeneutic Study on Anti-Corruption Campaign Posters in Mengwitani Village. *Gorga : Jurnal Seni Rupa*, 14 (1), 302-310. <https://dx.doi.org/10.24114/gr.v14i1.64580>

Article History : Received: February 24, 2025. Revised: March 14, 2025. Accepted: June 30, 2025

ABSTRACT

The history of Mengwitani Village provides a context for understanding corruption in Bali. Despite progress, corruption persists due to power struggles, lack of transparency, and low accountability. The case of the former Village Head who was caught in a Village Fund corruption scandal illustrates how violations can occur even at the local government level, undermining public trust. Corruption, rooted in historical vulnerabilities, has become a means to maintain power and wealth at the expense of the community. In response, the Mengwitani Village Head created Anti-Corruption posters that were published on the village's official website. The purpose of hermeneutical research on the anti-corruption campaign posters in Mengwitani Village is to interpret the meaning contained in the posters, reveal the anti-corruption messages they want to convey, and understand how anti-corruption values are communicated visually to the people of Mengwitani Village. Analyzing this campaign using Paul Ricoeur's hermeneutic approach provides a comprehensive perspective. The method used is a qualitative descriptive research method. Examining the visual structure reveals symbolic elements, such as the depiction of evil figures, which are used to emphasize violations of law and ethics. The hermeneutic approach helps reveal the deeper message of the posters: changing public perception to prevent corruption. The main targets are the community and the State Civil Apparatus (ASN), whose responses shape the effectiveness of the campaign. Understanding the industrial context highlights the advertisement as a complex cultural artifact with significant social and political implications. Ricoeur's analysis not only deciphers the poster's message but also explores its broader meaning in the socio-political landscape of Mengwitani Village.

KEYWORDS

Mengwitani Village,
Hermeneutics, Poster,
Anti-Corruption,
Ricoeur

This is an open access
article under the CC-
BY-SA license



INTRODUCTION

The history of Mengwitani Village provides a relevant context for understanding the corruption practices in Bali. Initially, the village was formed from conflict and domination that created an unstable environment. When new residents arrived and built civilization, they faced the challenge of creating a better order. However, despite the progress, corruption practices remained entrenched in the governance system.

Corruption in Bali, including in Mengwitani Village, is often influenced by factors such as power, lack of transparency, and low accountability. The case of the former Mengwitani Village Head who was caught in the corruption of Village Funds reflects how this bad practice can emerge even at the local government level which should be the embodiment of the community's hopes. With

vulnerabilities that have existed since the beginning of the village's history, corruption becomes one way to maintain power and wealth, even though it is detrimental to the community.

On the one hand, the history of Mengwitani Village, which is full of conflict, shows that its people have gone through many struggles. On the other hand, modern challenges, such as corruption, demand changes in attitudes and behavior. Efforts to combat corruption through education and public awareness, such as creating anti-corruption posters, are important steps towards change. By understanding the history and habits of corruption, the Mengwitani community has the potential to create a more transparent and equitable future.

The phenomenon of corruption in Indonesia in the 2020-2024 period shows complex dynamics, with various challenges and eradication efforts carried out by related institutions. During this period, the Corruption Eradication Commission (KPK) handled 2,730 cases, with the main focus on sectors such as public services, procurement of goods, and local politics ahead of the general election. Although there was an increase in the number of public complaints against alleged corruption, reaching more than 21 thousand reports, the results of the KPK and other institutions such as the prosecutor's office and the police showed dissatisfaction. For example, Indonesia's Corruption Perception Index (CPI) score fluctuated, with a sharp decline in 2020 to 37, before finally rising again in 2024.

The corruption case in Mengwitani Village, Badung Regency, Bali, involved several village officials and has caused significant state losses. There are three village officials involved in this case: I Made Rai Sukadana (former Village Head), Ni Wayan Nestri (village treasurer), and Ni Kadek Wirastini (Finance Head) who are each facing legal proceedings at the Denpasar Corruption Court. The state loss due to the financial management of Mengwitani Village is estimated to reach Rp 1,227,031,888.06. The funds came from the 2014 Village Revenue and Expenditure Budget (APBDes), the total receipts of which reached Rp 6.5 billion.

The use of village funds cannot be accounted for with sufficient evidence of expenditure. The Inspectorate Team found that the cash balance at the end of 2014 was only Rp 3.2 million, far below the remaining budget that should have been. The fund withdrawal procedure was carried out illegally, including the use of blank forms signed by the village head without a clear report.

Philip Kotler, a leading marketing expert, in his book "Marketing Management: Analysis, Planning, Implementation, and Control" (Kotler 1994) explains that advertising is a form of paid communication that is not personal, aimed at the public, and delivered through mass media, where there is a fee for using the media. Kotler also emphasizes that advertising is designed to achieve certain communication goals, so it is important to understand how the message interacts with the audience. One of the goals of advertising is to inspire and influence audience action, which can be a call to action on a particular issue, support for a social movement, or inviting consumers to participate in a contest or campaign that actively involves them. Corruption also causes bureaucratic inefficiency and increases administrative costs in the bureaucracy. If the bureaucracy has been surrounded by corruption in various forms, then the basic principles of a rational, efficient, and quality bureaucracy will never be implemented. The quality of service must be very poor and disappoint the public (Setiadi 2018).

Currently, there are many variations of campaign models that emphasize visual forms (Wardani, Winarni, and Ranuhandoko 2024). Posters are one of the media that are often applied in campaigns. One of the efforts made by the Head of Mengwitani Village was to create Anti-Corruption Campaign posters and display them on the Mengwitani Village website (Desamengwitani 2024). There are 10 posters with various contents, the first poster is displayed the simplest compared to the other posters.

The study entitled "Paul Ricoeur's Hermeneutics: Exploring the Meaning of the Advertisement MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA" applies the Hermeneutics theory of Paul Ricoeur. The study examines advertisements in the form of print media (print AD), while the Anti-Corruption campaign advertisement in the Mengwitani Village Government is in the form of non-print media (online). In addition, the difference between previous research and this research is the location of the media publication studied, where the previous research object of research was in America, while the object of this research is in Indonesia.

The aim of hermeneutic research on anti-corruption campaign posters in Mengwitani Village is to interpret the meaning contained in the posters, reveal the anti-corruption messages they want to convey, and understand how anti-corruption values are communicated visually to the people of Mengwitani Village. (Kurniawan et al. 2022) . This study also aims to see how effective poster media is in instilling anti-corruption values and increasing public awareness of the dangers.

The formulation of the problem of hermeneutic research on anti-corruption campaign posters in Mengwitani Village can be formulated as follows: "How are the meanings and values of anti-corruption represented in anti-corruption campaign posters in Mengwitani Village, and how can community interpretation of these visual messages contribute to increasing awareness and changing anti-corruption behavior at the village level?"

METHOD

To explore deeper meanings of the series of Anti-Corruption campaign posters in the Mengwitani Village Government, the researcher used a qualitative descriptive research method. This method was chosen to describe the content and context of the advertisement in detail. This approach allows for an understanding of the characteristics, nature, and relationships between variables in the poster without the need to test hypotheses or conduct statistical analysis. Data presentation is a report of the results of the analysis through one-by-one review (Moleong 2014) . In this study, the main or primary data were obtained through related news sources, and the Mengwitani Village Anti-Corruption advertising posters.

Data were collected related to the visual elements and text that make up the poster, then analyzed and interpreted in depth using Paul Ricoeur's hermeneutic approach. Ricoeur stated that hermeneutics does not only include a literal understanding of the text, but also an interpretation of the deeper meaning and implications contained, taking into account the background, history of emergence, producers, and audiences targeted by the poster. Thus, Ricoeur's hermeneutics becomes an important theoretical basis that helps researchers analyze and understand qualitative data holistically. Then hermeneutics are various ways used to articulate a problem, solution, and various events that are able to formulate the problem, compose puzzles, and hints of a solution (Budiman 2011) . Understanding fine art is not just about revealing facts about its subject. However, this also affects the social, economic and spiritual realities at that time, thus producing a structure of knowledge that is interconnected and mutually supportive. (Muryasari, Rohiman, and Mahendra 2024)

Paul Ricoeur in his book "Hermeneutics and The Human Sciences" (Ricoeur 1981) stated that hermeneutics is not only about understanding the text literally, but also interpreting the deeper meaning and implications contained therein. Therefore, researchers need to identify and classify various types of texts and develop various tools and approaches for better analysis (Muhdaliha and Arimbawa 2024) . In Ricoeur's view, discourse or discourse arises from the exchange of meanings in the context of communication, where there is a relationship between the background of the message producer, the reasons behind the emergence of the message, and the intended audience.

Some important variables that need to be considered when analyzing visual objects, such as advertisements, include:

- 1) Visual structure: Analyze the visual elements in the advertisement and how the relationships between these elements are formed, including the images, colors, fonts, and words used, because each element carries a significant message or symbol.
- 2) Historical and cultural context: Understanding the reasons and cultural values behind the production of advertising and the meaning it seeks to convey.
- 3) Communication objectives: Examine the objectives that producers want to achieve through advertising, which can be product promotion, conveying social or political messages, or increasing brand awareness.
- 4) Industry or business context: Explore the position of the brand or product within the industry and how this is reflected in the advertisements created.
- 5) Readers or targets: Consider the target audience of the advertisement, both in terms of geography, demographics, and psychographics, because the way the advertisement is delivered can differ

according to who the target is.

In the process of interpreting messages, Ricoeur argues that there is no absolute truth (Saidi, 2008), and interpretation is always temporary. The task of hermeneutics is not to find similarities between the intentions of the sender and the interpreter, but rather to try to interpret the message objectively according to what the text wants. Ricoeur believes that the process of interpretation is a dialogue between the text and the interpreter, which aims to achieve an objective interpretation and avoid subjectivity. He offers four methods, namely: Objectivation through structure, Distanciation through writing, Distanciation through the world of text, and Appropriation (self-understanding).

These four methods are adapted in the analysis of visual objects as follows:

- 1) Objectivation through visual structure The interpreter must understand the internal structure of the message by paying attention to the visual elements and the relationships between these elements, in order to carry out a more objective analysis.
- 2) Distanciation through writing: The interpreter is advised to maintain an emotional and intellectual distance from the object being analyzed by reconstructing the main visual elements, so as to achieve a clearer understanding.
- 3) Distanciation through the world of text: Placing the text in a broader context, whether historical, cultural, or philosophical, to gain a more objective perspective.
- 4) Appropriation (self-understanding): Interpreters are reminded to reflectively recognize the role of their subjectivity in the interpretation process, so that personal understanding does not dominate and a more objective understanding is achieved

RESULT AND DISCUSSION

The Corruption Eradication Commission in collaboration with the Mengwitani Village Government created 10 Anti-Corruption campaign advertisement posters aimed at State Civil Apparatus (ASN) within the Mengwitani Village Government and also to the Mengwitani Village community. In this study, only 6 out of 10 posters were taken to be analyzed as samples.

To be able to explore the meaning of the Anti-Corruption Campaign Invitation posters in Mengwitani Village. by using Paul Ricoeur's hermeneutic method, there are several steps we can take, namely:

1. Historical and cultural context

The background of the appearance of the Anti-Corruption Campaign Invitation posters in Mengwitani Village is that there has been too much corruption in Indonesia, especially in the public service environment of Mengwitani Village. In addition, these posters appeal to the people of Mengwitani Village not to commit corruption either passively or actively with village officials in Mengwitani Village.

2. Visual structure



Figure 1 . Campaign advertising poster calling for an anti-corruption campaign, Petty Corruption series (<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the first campaign poster visual of the Petty Corruption series, 1 man and 1 woman are shown. The male figure is shown as a man aged between 30-40 years old, with a mustache and beard, glasses and medium-length hair. Wearing a brown safari shirt typical of the State Civil Apparatus (ASN). His gesture is raising both hands towards the camera as if saying no, reinforced by an open

mouth forming the word "O" which is identical to the word "No". While in the female figure, the position appears as if behind the male figure. The appearance of the woman is around 25-30 years old, with long black hair flowing and wearing glasses. The clothes worn are a long-sleeved batik shirt with a typical State Civil Apparatus (ASN) motif in blue. His gesture is raising both hands towards the camera as if saying no.

From the visual structure presented by the Petty Corruption series of anti-corruption campaign advertising posters, it is implied that corruption is prohibited, both on a small and large scale.



Figure 2. Anti-Corruption Call for Campaign Advertising Poster, Kendaraan Dinas series
(<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the second campaign poster visual, the Kendaraan Dinas series displays an illustration of a family car with the rear door open upwards, bags are seen filling the trunk of the car. The right door is wide open, which makes it clear that it is a family car because the distance from the bottom of the door to the ground is quite far. There is a red plate that says " Mobil Dinas". The headline says " Kendaraan Dinas Ya Cuma Buat Bertugas", the sub-headline says " Biasakan Yang Benar, Jangan Benarkan Yang Biasa".

From the visual structure presented by the Anti-Corruption Campaign Advertisement Poster for the Kendaraan Dinas series, it is implied that ASN like to use official vehicles for personal needs outside of their duties.



Figure 3. Campaign Advertisement Poster for Anti-Corruption Campaign Invitation, Tepat Sasaran Bansosnya Series
(<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the third campaign poster visual, the Tepat Sasaran Bansosnya series displays a visual combination of photos and illustrations. There is a photo of a mother wearing a hijab half-squatting and holding a small child and directing the child's small hand upwards. Then there are 2 hands on the left side directing a box full of cooking oil, eggs and rice, the box is written " Bantuan Sosial ". In the background there is an illustration of a simple house surrounded by trees and gardens. The headline reads " Tepat Sasaran Bansosnya Sejahtera Rakyatnya", the sub-headline reads " Biasakan Yang Benar, Jangan Benarkan Yang Biasa".

From the visual structure presented by the Anti-Corruption campaign advertisement poster for

the Right on Tepat Sasaran Bansosnya series, it is implied that if the Social Assistance is received by the right target, where the illustration is a mother and her child, then the mother and child will be healthy and prosperous, exactly like the illustration shown.



Figure 4 . Campaign Advertising Poster Calling for an Anti-Corruption Campaign, series Nggak Perlu Pelicin
(<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the fourth campaign poster visual, the Nggak Perlu Pelicin series displays a combination of photos and illustrations. There is a photo of a left hand with a black long-sleeved attribute with white folds thrusting several hundred thousand rupiah into the hand on the right side of the campaign poster. There are 4 illustrations of evil/devil figures where 1 devil is positioned above the left hand, 1 devil is positioned above the right hand, 1 devil is positioned to the right of a paper illustration, and 1 devil is positioned below the left hand lying down. In the background there is an illustration of a document that says " Surat Izin" and "Approved". The headline says " Urus Izin Nggak Perlu Uang Pelicin", the sub-headline says "Biacakan Yang Benar, Jangan Benarkan Yang Biasa".

From the visual structure presented by the Anti-Corruption campaign advertisement poster series Nggak Perlu Pelicin, it is implied that an Evil/Satanic figure moves the heart and then wrong actions in the form of giving and receiving bribes (grease) so that a permit can be accepted/validated (Approved).



Figure 5. Campaign advertising poster calling for an anti-corruption campaign, the Ngakunya Kaya series
(<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the fifth campaign poster visual, the Ngakunya Kaya series displays a visual combination of photos and illustrations. There is a photo of a young man wearing a white shirt covered with a dark blue jacket. His hair is combed up and he is wearing sunglasses. The man is lifting a box with the words "Bantuan Sosial" written on it containing cooking oil, eggs and rice. There is an evil/devil figure on the right side of the man. In the background there is an illustration of a luxurious multi-storey house and a yellow sports car. The headline reads "Ngakunya Kaya Tapi Bansos Disikat Juga", the sub-headline reads "Biasakan Yang Benar, Jangan Benarkan Yang Biasa".

From the visual structure presented by the Anti-Corruption Campaign Advertisement Poster

for the Ngakunya Kaya series, it is implied that there are people who are clearly from the upper class but receive social assistance that should be received by the poor.



Figure 6 . Campaign Advertising Poster Calling for Anti-Corruption Campaign, series Nggak Perlu Ngasih (<https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikourkan---di-region-tahun-2024->)

In the ninth campaign poster visual, the Nggak Perlu Ngasih series displays a combination of photos and illustrations. There is a photo of an adult man wearing glasses, having a quiz and wearing a typical ASN safari shirt. The ASN man displays a gesture as if refusing by raising both hands and pointing at the person he is talking to. On the right side there is a photo of a hand holding out a yellow gift box and the words "Terima Kasih Bantuannya". The atmosphere is illustrated as if at a counter with a visual of a counter table that says "Loket 07", there is a laptop with a logo like a mango. Behind the man is an illustration of a wall that displays part of the visual of the President and Vice President's photo frame. There is also an illustration of a nameplate that says "Pelayanan Publik". There is a headline "Terima Kasih Nggak Perlu Ngasih", sub-headline "Biasakan Yang Benar, Jangan Benarkan Yang Biasa".

From the visual structure presented by the Anti-Corruption campaign poster series Nggak Perlu Ngasih, it is implied that ASN in Public Services do not need to be given anything if they have provided services because they have worked according to procedures and are paid by the state. Because there has been an activity of giving goods/money to ASN in a region, the orientation of the ASN has changed, namely they expect compensation and that is not true.

3. Purpose of communication

The message conveyed in the campaign advertisement posters is of course expected to be in accordance with the mission and objectives of the KPK, namely to increase public awareness of corruption, by inviting and educating the audience not to commit acts of corruption in any form. The media makes it easy for us to get various information. (Dwi Saputra 2024) . This campaign advertisement poster clearly aims to gather support from the Mengwitani Village community to support the anti-corruption movement in an effort to eliminate bad habits in the form of corruption.

4. Audience or target

By presenting the State Civil Apparatus (ASN) as a model in most of the campaign advertisement posters, it is clearly seen that the main target of this campaign advertisement is the State Civil Apparatus (ASN) in Mengwitani Village, this is because the habit of corruption has occurred which is estimated to be more than 1x until the revelation of large-scale corruption in 2018. In addition to (ASN), the target of this campaign advertisement is also the Mengwitani Village community who often or will carry out licensing activities at the Mengwitani Village office.

5. Industry or Business Context

The Corruption Eradication Commission (KPK) is a non-profit organization that focuses on state institutions that were formed with the aim of increasing the effectiveness and efficiency of efforts to eradicate criminal acts of corruption. Although they do not seek financial gain, campaign

advertising posters like this are important for expanding reach and mobilizing support by using effective messages that can influence the target audience.

CONCLUSION

Analysis of the Anti-Corruption campaign poster advertisement in Mengwitani Village using Paul Ricoeur's hermeneutic approach can be done comprehensively. First, from a historical perspective, corruption has been a serious problem in Indonesia, especially in public services in Mengwitani Village. These posters also invite the public to reject acts of corruption, both directly and indirectly, together with village officials. Analysis of the visual structure of the advertisement helps us understand how visual elements, such as images of evil figures, are used symbolically to highlight negative actions according to the law, in addition to the use of posters effectively in conveying information and influencing the audience's understanding of the topic being presented (Ulita et al. 2024) . Through a hermeneutic approach, we can identify the implied communication objectives, namely to change the perception of the community and State Civil Apparatus (ASN) so that they are not involved in corruption. The main target of this campaign is the community and ASN in Mengwitani Village, which can be analyzed more deeply through the interaction of advertising messages with the audience's experiences and understanding. Finally, understanding the industrial context allows us to see this advertisement as a complex cultural artifact with broad social and political implications. Thus, Ricoeur's hermeneutic analysis helps us not only understand the implied message, but also explore deeper and contextual meanings in the advertisement.

REFERENCES

- Budiman, Kris. 2011. *Semiotika Visual: Konsep, Isu, Dan Problem Ikonisitas*. Yogyakarta: Jalasutra.
- Desamengwitani. 2024. "AJAKAN KAMPANYE ANTIKORUPSI - DI DAERAH TAHUN 2024." 2024. <https://desamengwitani.badungkab.go.id/berita/56325-ajakan-kampanye-antikorupsi---di-daerah-tahun-2024->.
- Dwi Saputra, Dimas. 2024. "PERANCANGAN POSTER DIGITAL SEBAGAI SARANA EDUKASI DAN INFORMASI PEMILU 2024." *Gorga : Jurnal Seni Rupa* 13 (April). <https://doi.org/10.24114/gr.v13i01.57469>.
- Kotler, Philip. 1994. *Marketing Management: Analysis, Planning, Implementation, and Control*. Prentice-Hall of India.
- Kurniawan, Robby, Alden Nelson, Nurul Jofia, and Velly Fitri Utami. 2022. "Membangun Dan Mendidik Generasi Anti Korupsi Bersama SMP Yos Sudarso." In *Prosiding National Conference for Community Service Project (NaCosPro)*, 4:269–75. <http://journal.uib.ac.id/index.php/nacospro>.
- Moleong, L. J. 2014. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Muhdaliha, Benny, and I Made Gede Arimbawa. 2024. "Hermeneutika Paul Ricoeur : Menggali Makna Pada Iklan MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA." *Kartala*, 72–80. <https://doi.org/10.36080/kvs.v3i2.152>.
- Muryasari, Desiana, Rohiman Rohiman, and Iqbal Mahendra. 2024. "Tinjauan Ikonografi Dan Ikonologi Poster Iklan Red Bull 'Power on for Strength.'" *Gorga : Jurnal Seni Rupa* 13 (01): 231. <https://doi.org/10.24114/gr.v13i01.58339>.
- Ricoeur, Paul. 1981. *Ricoeur, P. (1981). Hermeneutics and the Human Sciences: Essays on Language, Action and Interpretation. No Title*. Ricoeur, P. (1981). Hermeneutics and the human sciences: Essays on language, action and interpretation. Cambridge university press.
- Setiadi, Wicipto. 2018. "KORUPSI DI INDONESIA (Penyebab, Bahaya, Hambatan Dan Upaya Pemberantasan, Serta Regulasi)." *Jurnal Legislasi Indonesia* 3 (2): 91–102.
- Ulita, Novena, Ahmad Syauqi Fahlan, Abdurrahman Hakam, Lucky Argakusmah, and Intan Islami. 2024. "Efektivitas Bahasa Visual Poster Untuk Mengetahui Dampak Negatif Narkoba Bagi Mahasiswa Pada Kampanye Anti Narkoba Di Lingkungan Kampus Mercu Buana Dengan Model Epic." *Desain Komunikasi Visual Manajemen Desain Dan Periklanan (Demandia)* 9 (1): 63. <https://doi.org/10.25124/demandia.v9i1.6532>.
- Wardani, Winny Gunarti Widya, Rina Wahyu Winarni, and Ndaru Ranuhandoko. 2024. "DESAIN

BONEKA TANGAN KARAKTER WAYANG SEBAGAI MODEL SALURAN
KAMPANYE.” *Gorga : Jurnal Seni Rupa* 13 (01): 108.
<https://doi.org/10.24114/gr.v13i01.56904>.