

THE "BIAS" IDENTITY IN THE BALIHO TEXTS OF THE TOWN OF MECCA TERRACE: A CULTURAL SEMIOTICS APPROACH

Dr. Sulastri. M. Hum dan Diah Tyahaya Iman, M.Litt. Ph. D
Universitas Andalas

Abstract

The symbol of the city of Mecca terrace is a sealed identification for the city of Padang Panjang in West Sumatra. The symbol is actually abstract, partial and changing. Padang Panjang, an area in the Minangkabau realm is based on Adat Basandi Syarak and Syarak Bersandi Kitabullah (ABS, BSK customary law or beliefs based on religious laws, the religious laws based on the Holy Book, the Quran). The city of Mecca terrace seems to be used as a 're-present' but is 'not represented' by the concept of vague meanings or obscurity. The identity of the town which is marked either directly or indirectly has a "biased" concept and is not fully based on customary law or beliefs based on religious laws, the religious laws based on the Holy Book, the Quran (ABS, BSK). Usually the "biased" identity phenomenon arises usually during the campaign period (PILKADA) when the community selects government leaders. This paper shows how the community flexibilities in using religious signs and symbols in the campaign texts on the billboards by using cultural semiotic approach. The packaging of religious symbols was used in a lot of movements and activities of the local people. Political issues on billboards and banners culturally were "religious covered" and hidden strategically in signs and semiotic symbols. The result of this study concludes that religiously dressed symbols have been used in the concept of "affiliation" on the billboards. This shows that a "biased" identity is achieved through cultural flexibility amidst societies undergoing social changes due to globalization and localized for political purposes. The identity of the self becomes "wriggling" and the influence of another "the other" group is more powerful and influential.

Keywords: Identity, bias, semiotics, customs, religion

Sulastri is a lecturer at Indonesian Department, Universitas Andalas. She graduated from North Sumatra University in 1986. She earned her master degree from Gajah Mada University in 1997. She completed her doctoral degree from Padjajaran University in 2012. She is also an instructor and the coordinator of BIPA at Universitas Andalas from 2012 until now.

Diah Tyahaya Iman, Ph.D is a lecturer of English Department, Andalas University, Indonesia. She obtained her first degree in 1988 from English Department, Universitas Andalas. She completed her Master of Literature in Gender Studies Department, Sydney University, Australia in 2001. She received her doctoral degree from Asia Pacific Studies in Ritsumeikan Asia Pacific University, Japan in 2012. She was the Head of Language Training Centre of Andalas University from May 2005 until August 2008. She was the Vice Chairperson of Australian Studies Centre, Andalas University from 2003 until 2008. She taught Indonesian Language in Warsaw University, Nicolaus Kopernicus University, Poland for SAME BIPA program in 2015. Her research interests are women's migration, cultural studies and comparative literature. She has published two articles in Ritsumeikan Journal of Asia Pacific.

- *The "Positioning" of Identity among Minangkabau Female Migrants in Indonesia* (published in Asia Pacific World 6 (1), Spring 2015: 47-62 @ Asia Pacific World written by Diah Tyahaya Iman and A. Mani). *The "Positioning" of Identity among Minangkabau Female Migrants in Indonesia* (published in Asia Pacific World 6 (1), Spring 2015: 47-62 @ Asia Pacific World written by Diah Tyahaya Iman and A. Mani). (Asia Pacific World, ISSN 2042-6143 Print. ISSN 2042-6151 Online).



Abstract Culture and Global Changes for Better Human Life

The 1st International Conference on
Culture, Art, and Humanities

September 7-8, 2017
Convention Hall
Universitas Andalas
Indonesia

