

# **THE CHARACTERISTICS OF THE POLITICAL COMMUNICATION USED BY JOE BIDEN IN THE 2020 PRESIDENTIAL ELECTION ON YOUTUBE VIDEOS**

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## **ABSTRACT**

The aim of this research is to know what are the characteristics of political communication used by Joe Biden in influencing voters' perceptions during the 2020 Presidential election and to know how are the linguistic aspects support Joe Biden's campaign speeches during the 2020 Presidential election. This study uses a descriptive method with a qualitative approach, describing descriptive data from the phenomenon under study, with the unit of analysis being Joe Biden's campaign videos on YouTube in 2020. The research instruments used are documentation and observation. The results of the study show the characteristics of political communication used by Joe Biden in influencing voters' perceptions in the 2020 Presidential election by using simple, empathetic language and emphasizing urgent actions, Biden strengthens his message and influences both supporters and potential voters. The use of closing statements that appeal for voter support also demonstrates his confidence and direct engagement with the audience. Additionally, strong body language and facial expressions further reinforce his political message. The linguistic aspects of Joe Biden's campaign speeches in the 2020 Presidential election indicate that Biden effectively uses language to connect with his audience and influence public opinion. Thus, this research reveals that Biden's political communication had a significant impact on the 2020 US Presidential campaign.

**Keywords:** *Joe Biden, Political communication, YouTube, Presidential Election*