

The Role Of Online Media In Shaping The Popularity Of Political Parties In The 2024 Election In Indonesia

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Abstract

This study analyzes the popularity of political parties and official competitor in the 2024 political decision. This kind of examination is qualitative with a Qualitative Data Analysis Software (QDAS) approach. Research data were obtained from 90 factual, actual, sharp news documents focused on research themes sourced from online media detik, tribunnews, kompas, and pikiranrakyat in the past year. The projection analysis of this research data uses the NVivo 12 Plus device. The analysis results show that online media has high intensity towards the popularity of political parties and presidential candidates in the 2024 election. Four online media mention Nasdem Party, Democrat Party, KIB Party, PDI.P, and Gerindra Party more frequently. In addition, the names of the popular presidential candidates in the 2024 election in four online media are Anies Baswedan, Ganjar Pranowo, Prabowo Subianto, Airlangga Hartanto, and Muhaimin Iskandar. The implication is that online media will play a role with high intensity towards the popularity of political parties in Indonesia; even in the upcoming 2024 elections, online media will be seen to tend to one of the political parties and presidential candidates being carried out.

Keyword: Intensity; Online Media; Popularity; Political Parties; Elections.

Introduction

The 2024 election in Indonesia is an important momentum in digital democracy, where conventional media no longer dominates political information but online media (Abdul & Zahirah, 2023). The development of information and communication technology has changed the news consumption patterns of the community, especially the younger generation, who now access more political information through social media, online news portals, and other digital platforms (Ali et al., 2020). This phenomenon creates a very dynamic political communication ecosystem, where the popularity of political parties is not only determined by their work programs or ideologies but also by how they are constructed and reported in the digital realm (Perloff, 2021).

According to McCombs and Shaw, in the agenda-setting Theory, the media has a major role in determining issues that are considered important by the public (McCombs & Shaw, 2005). In the Indonesian context, online media not only presents information but also influences perceptions, opinions, and even voter preferences toward political parties (Kleinnijenhuis et al., 2019). The popularity of a party can rise or fall depending on the intensity of the news, narrative framing, and the virality of the developing issue (Ørmen, 2019). In increasingly mediatic elections, political parties compete to shape their image through structured and massive digital communication strategies (Chadwick & Stromer-Galley, 2016).

Democracies and politicians now have more tools to communicate and engage with voters (Tufekci, 2014). Plus, direct Citizens perceive the significance of the Web, particularly informal organizations, as an instrument to work with political cooperation; it is vital to read up on the Web for political correspondence and interest, particularly during political races (Loureiro & Ribeiro, 2017). Notwithstanding, stages are overwhelmed with regards to dangers to media opportunity, and the most widely recognized is disinformation (Rodríguez-Castro et al., 2020). At the point when the media starts to work as a front for contradicting parties, the effect is twofold: the deficiency of significant public oversight institutions and the widening of social disparity (Evans & Kaynak, 2015). One important aspect of such engagement is the negative element, the media systematically exaggerating negative patterns based on the ownership structure of the problem, so that attacks originating from or targeting problem owners are significantly more likely to be covered (Nyhuis et al., 2021). Online mass media tend to support several political parties in

Indonesia; even in the upcoming 2024 election, the online mass media will tend to support one of the political parties and presidential candidates supported by that political party (Wiyono, W., Qodir, Z., & Lestari, 2023).

Digitalization has weakened the role of institutions such as the state, political parties, and organizational news outlets (Mancini, 2020). This approach makes it possible to reveal the confusing interrelationships between new web-based administrations, established press, official ideological group sites, public data, individual online journals, and long-distance interpersonal communication sites (Moe & Larsson, 2013). These media networks have an impact on how political meetings and political races work, implying that these advancements encourage better approaches to engaging the public and connecting with society as a whole (Greene & Lühiste, 2018). Even though currently the community also has its own data sources, they can also play an important role in legislative issues (Balynskaya, 2015). Political discussions via broadcast allow party leaders to formulate their political projects and attack political opponents (Vergeer & Franses, 2016). Political discussions and missions are messages conveyed from the source to the people; These messages can be conveyed in various forms, ranging from banners, standards, bulletins, talks, publications conversations to leaflets (Berliani Ardha, 2014).

Nonetheless, media campaigns are often faulted for expressing legislative issues in too strict and consensual a manner, thereby limiting certain viewpoints and issues and perhaps overly reflecting public plans (Kraft & Furlong, 2020). Newcomers from each emerging party will generally send messages to prepare their allies for campaigning and express declarations about their future victory and political change (López-García, 2016). However, the show has disrupted the mission's capacity to control information and party messages, thereby impacting voters' assessment of the economy and movements on the party stage (Munger et al., 2022). Therefore, this exploration will project what the power of new media means for the prevalence of ideological groups in the 2024 elections. To address this question, this exploration will use a subjective information investigation (QDAS) programming step that plans to take a deeper look at 90 broad communication news reports web-based (Jackson & Eisenhart, 2014). In addition to investigating information representation, this examination will use NVivo 12 Plus or more, where NVivo 12 Plus or more will represent original, sharp, and up-to-date information (West et al., 2014).

Popularity can be interpreted as the level of familiarity of a candidate (Munoz & Towner, 2022). Therefore, online media plays a role as a neutral and educational information channel that enriches the political insight of

the community (Velasquez, 2012). However, in reality, the media is also often a tool of propaganda or opinion bias that can affect the quality of democracy (Kem, 2021). This is where it is important to scientifically examine how online media influences the popularity of political parties during electoral contests (Chadwick & Stromer-Galley, 2016). This study aims to analyze the extent to which online media exposure, framing, and interaction have an impact on public perception of political parties in the 2024 Election, as well as to identify media patterns that contribute to shaping the electoral map in Indonesia (Dwinarko et al., 2023).

Research Method

This study uses a qualitative approach with a content analysis method on 90 news documents obtained from various national online media that actively report on political issues throughout 2023. Data were collected in the period from January 1 to December 31, 2023, taking into account the period leading up to the 2024 Election campaign period. The selection of this period aims to capture the dynamics of news related to political parties during the period of public opinion formation. News sources were obtained from five mainstream online media in Indonesia, namely Kompas.com, Detik.com, Tribunnews.com, and PikiranRakyat.com. These four media were chosen because they have a high readership and are active in covering national political issues. As for the inclusion criteria, news documents included in the analysis must meet the following criteria: news in Indonesian, has main content about political parties participating in the 2024 Election, the news is editorial, news reports, or official opinions from the media (not user-generated content), published during the period January–December 2023, and mentions the name of the political party explicitly, both in the title and content. Meanwhile, the exclusion criteria for news will be removed from the analysis if it is a duplication of the same news in different media, only mentions political parties in general without further analysis or narrative, the news is in the form of paid advertising or political advertorials, and the news is not available in online archive form.

From a total of more than 300 news items obtained through keywords such as "political party popularity," "electability," "2024 election news", and the names of certain political parties, a filtering process was carried out based on the inclusion and exclusion criteria above until 90 final news items were selected. To ensure the validity of the content analysis, the coding process was carried out manually by two independent researchers using a previously prepared thematic coding template. Each news item was analyzed based on several dimensions: framing, news tone (positive,

negative, neutral), frequency of mention of the party, and issue context. Inter-coder reliability was tested by calculating Cohen's Kappa for 20% of the news sample. A value >0.70 was considered to indicate adequate agreement. Code discrepancies were resolved through joint discussion and revision of code categories to clarify interpretation boundaries.

From the impact of developing several optional information hotspots for web-based media in Indonesia, experts found that detik.com, kompas.com, tribunnews.com, and jasarakyat.com have information sources that can overcome this exploration problem. This research has limited sources, as can be seen in Figure 1. If you look, only four web-based media are used as the main source of information. Based on the official website, www.similarweb.com/, the four web-based media listed in Figure 1 occupy the top list of the 43,000 Indonesian web-based media entered. Apart from that, according to the Indonesian Correspondence and Data Expert, of the 43 thousand existing media gateways, only 100 internet-based media have passed the inspection of the Indonesian press room. So, in this exploration, only four web-based media were selected. After expanding the substance of their reporting, the four web-based media have information sources that are verifiable, accurate, and comply with the requirements of this examination. Apart from that, it also has the most guest classifications, the highest positioning classification class for Indonesian web-based media, and the positioning class in the internet-based media industry. This exploration distributes information on each news archive collected on a web basis using the NCapture NVivo 12 Plus device. The following is a picture of the investigation stages of testing information on the NVivo 12 Plus software.

The use of NVivo 12 Plus for sentiment analysis is done through a combination of Natural Language Processing (NLP) technology and automatic classification based on machine learning. The automated sentiment analysis feature is used to classify sentences or paragraphs in text as positive, neutral, or negative. This process is very useful in media research, public opinion, or political narratives, such as studies of political party news. The classification algorithm used by NVivo 12 Plus utilizes text mining and machine learning technology based on supervised classification with a lexicon-based and NLP approach. Lexicon-based classification: uses a list of words or phrases that have certain sentiment associations. Naive Bayes: In the internal documentation of QSR International (NVivo developer), one of the algorithms used in automatic sentiment recognition is Naive Bayes, which works based on the probability of word distribution against sentiment classes. The sentiment category parameters are divided into five labels: Very Positive, Positive, Neutral, Negative, and Very

Negative. Practical steps for sentiment analysis in NVivo 12 Plus: Import Data, which involves inserting news files (PDF, Word, or text) into the project workspace; text Cleaning: ensuring that the text does not have damaged characters or mixed languages. Auto Code for Sentiment: Use the Auto Code > Sentiment feature. Automatic Code Review: NVivo will automatically classify paragraphs based on sentiment and create nodes for each category. Manual Validation (Optional): Check the accuracy of the classification and make corrections if necessary (especially for Indonesian text). Finally, Visualize Results: Create a word cloud, matrix coding query, or sentiment distribution chart to illustrate the results visually.

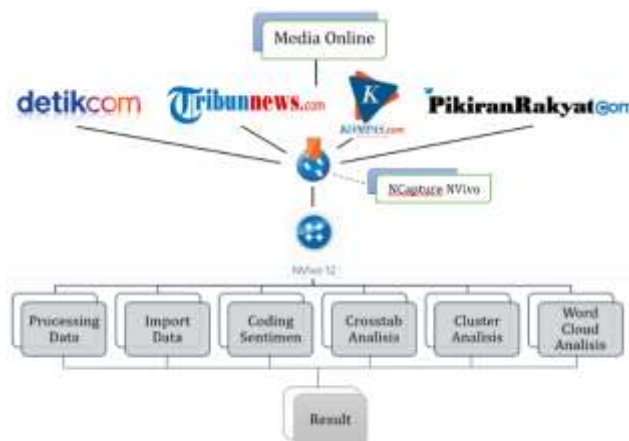


Figure 1. Stages of Research Data
Source: Processed by the Author, 2023

Figure 1 shows that NCapture in this examination has contributed and assumed a functioning part in providing accommodation when scientists mine information on web-based media destinations. The information coding process in the NVivo 12 Plus or more is manual coding of hubs that are grouped in light on opinion extremity analysis in the NVivo 12 Plus or more. The coding information acquired will go through the device planning stage in the NVivo 12 Plus or other components. The planning device will be broke down graphically, envisioned, and gather information or words that have likenesses and contrasts in view of opinion extremity. Opinion extremity with NVivo 12 Plus or more gadget examination is utilized as an aide guide to get deliberate and exact worth outcomes for readers. Along these lines, this examination has organized the underlying phases of information search until the end, specifically conversation and making determinations; Subtleties should be visible in the feeling coding in Figure 2 as follows.

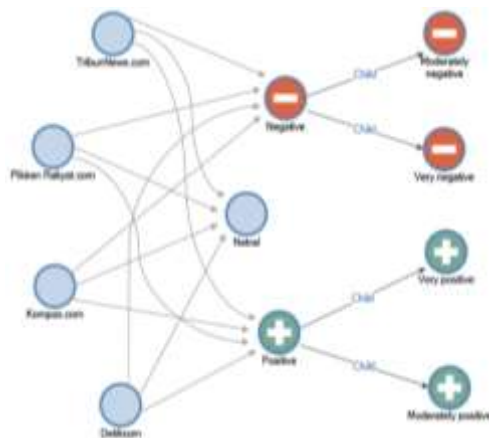


Figure 2. Popularity Flow Framework

Source: Processed by Researchers using NVivo 12 Plus, 2023

An examination of the NVivo 12 Plus opinions in Figure 2 shows that feelings have three factors: pessimistic, impartial, and favorable. The two factors in Figure 2 have markers to separate between very positive and moderate positive classes, and the negative variable has two markers to separate between very negative and moderate negative classifications. Opinion investigation is very important as part of the science of information mining. Typically, feeling checks are used to dissect text-based information in account archives that contain unbiased, favorable, and pessimistic opinion extremity data (Pandemic et al., 2021). Positive, impartial, and negative extremities must be physically possible. Nonetheless, as time goes by, conventional techniques have been replaced by text mining. Text mining is used to group accounts as a result. Story records kept in message mining have possible business value, and judgment mining is a mechanical investigation of the judgments of several groups, including opinions and feelings of elements and qualities communicated as story reports (Hidayat, 2015).

Result and Discussion

Political races in the period of web-based entertainment and online media are quickly changing the person and image of parties and their competitors (Lehrner, 2021). This condition is brought about by an absence of straightforwardness and far-reaching comprehension of politically based internet promoting and gives in political races (Kirk & Teeling, 2022). The primary purposes behind giving extraordinary consideration to the more

youthful age are serious areas of strength for its in the family, the significance of house-to-house political missions, and dynamic cooperation in the democratic cycle (Petersen, 2020). Fights, strikes, and exhibits are potential, and their job later on will impact the improvement of the party (Hussain et al., 2018). Broadcast political decision discussions ought to happen during the upcoming election, and provide a few cautious suggestions to broadcasters (Allen, 2015). The media is the main wellspring of data about current political events (Kavanaugh et al., 2012). With the force of this media, political associations need to take part openly talks (Eriksen, 2018). Notwithstanding ideological groups, vested parties additionally appear to progressively depend on media openness to reinforce their position in the political dynamic cycle, give data to their members, or even court new members (Oehmer, 2017). This condition is very reasonable if the intensity of the media in political popularity raises several sentiments for users in understanding news in online media, as the four media sentiment data in Figure 3 below have been captured through the NVivo 12 Plus software.

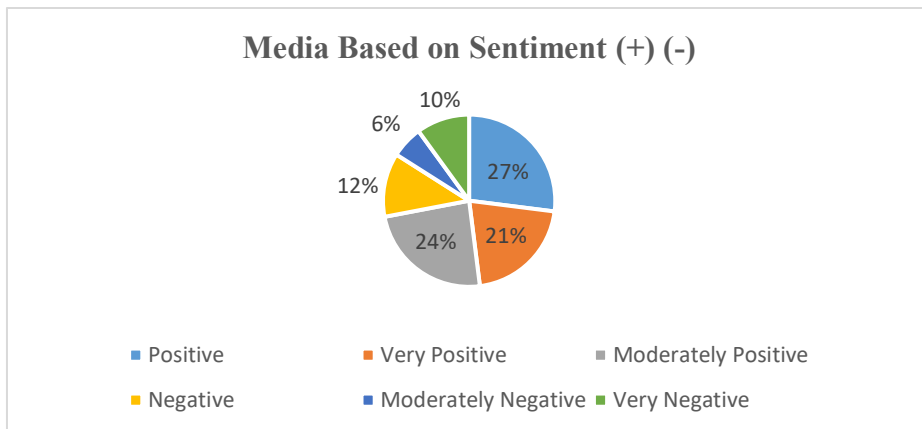


Figure 3. Media Intensity Sentiment on the Popularity of Political Parties in the 2024 Election

Source: Coding Sentiment Pada Software NVivo 12 Plus

The pie chart above shows an analysis of online media sentiment towards political party news in the context of the 2024 Election in Indonesia. This analysis divides the total news into six sentiment categories: Very Positive, Positive, Moderately Positive, Negative, Moderately Negative, and Very Negative. From the graph, it can be seen that overall positive sentiment (Very Positive, Positive, and Moderately Positive) dominates the news: Positive by 27%, Very Positive by 21%, and

Moderately Positive by 24%. This means that around 72% of the news has a positive nuance, either explicitly or moderately. This shows that most media tend to present political parties or candidates in a favourable frame, either through narratives of success, public support, or electoral momentum.

Meanwhile, negative sentiments include Negative 12%, Moderately Negative 10%, and Very Negative, only 6%. In other words, negative sentiments only cover around 28% of the total news coverage, which shows that the media is generally more selective in conveying criticism of political parties. This analysis indicates that online media plays a role in shaping the image of political parties and figures positively, which can have an impact on increasing electability. The dominance of positive sentiments can also reflect a more proactive party communication strategy or even the potential for framing bias from certain media. However, it is important to remember that the lack of negative sentiment does not mean the absence of criticism but rather that criticism is conveyed in a moderate or veiled manner. Therefore, further qualitative analysis of framing and narrative context is needed to better understand how the media influences public perception of political actors.

From this data, it is explained that the enthusiasm of online media users is very enthusiastic in responding to new news, which leads to the intensity of being popular with political parties and candidates ahead of the 2024 election. There are several reasons why the public is very significantly positive in highlighting the development of news in the media about political parties in the 2024 election; the public's ability to be smart in choosing the candidates they carry, curiosity about all the characters and achievements of each candidate and online media have become the main tool in receiving fast public messages (Alam, 2019). However, it is different if the public gives negative sentiment to the intensity of the popularity of political parties because they feel they are not giving the message expected, the lack of political education they have, and the public's disappointment with the government, so that negative sentiment responses appear in online media users (Papacharissi, 2015). Of the four online media that are used as a place to mine data to see the intensity of the polarity of political parties ahead of the 2024 elections, Detik media is the highest visited by users in responding to political intensity in the upcoming 2024 elections in Indonesia, as the data presented in figure 4 below.

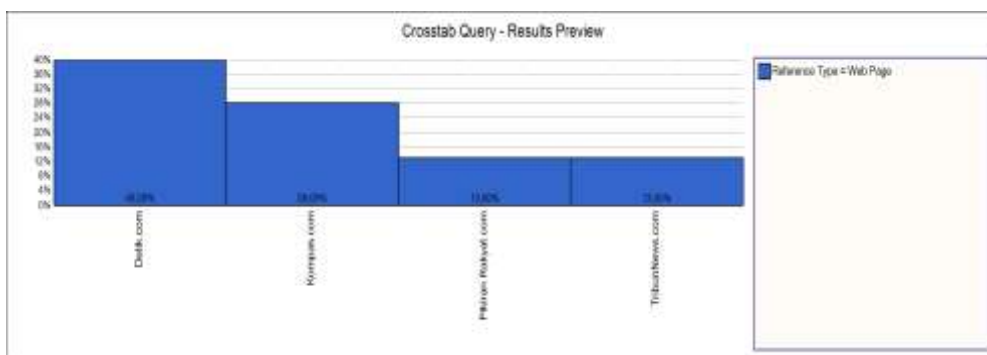


Figure 4. The popularity of four online media in the intensity of reporting on political parties in the 2024 election

Source: Ncupture Visualization uses Crosstab Query Analysis from NVivo 12 Plus Software

Figure 4 shows that online media Detik is very consistent in presenting news related to the intensity of the popularity of political parties ahead of the 2024 election, with a percentage of 40%, and the lowest is online media TribunNews, with only 13% percentage. Online media is an important place for the public to respond to any developments around it because it is considered that news can be accessed more quickly, updated, and accurate in presenting the data (Anderson et al., 2016). In addition, all-digital developments have also become developments in modern life in a society that cannot be ruled out, one of which is a smartphone, which is a tool that can access all the desired information related to the public world, so that popular news is very quickly responded to by readers (Gündüz, 2017). In line with that, Leeper & Slothuus (2014) In his research, he explained that online media is a place for herding public opinion, which political parties very much use in giving the intensity of their party's popularity in responding to elections in order to win the candidate they carry. This is also in line with the results of research from Vaccari & Valeriani (2016), which shows that party intensity in the media is a very fast step to influence the public to provide political education.

The significant difference between Detik (40%) and TribunNews (13%) in the proportion of political party coverage shows a disparity in the intensity of coverage, editorial focus, and media reporting strategies on political issues ahead of the 2024 Election. Detik contributed 40% of the total 90 news items analyzed, meaning that Detik contained more than a third of the entire news corpus included in the study. In contrast, TribunNews only covered 13%, or around 1 in every eight news items, placing it as the lowest contributor in this study. The reason for the

difference is that Detik is known as a media that has a strong focus on current issues and national politics, with fast updates and a special editorial team in politics. Meanwhile, TribunNews, as part of a local media network, tends to have content that is spread widely geographically, including local and socio-cultural news. Hence, the volume of national political news is relatively smaller. Plus, Detik displays more breaking news and short analyses, which often explicitly mention political parties. TribunNews displays more feature news, local events, or region-based content, so it does not always mention parties specifically.

The implication for the analysis of political popularity, Detik is the driver of the national narrative with the largest proportion; Detik plays a dominant role in shaping national public perception through topic selection, framing, and frequency of mention of political parties. Meanwhile, TribunNews tends to represent local segmentation, which means that strong political parties in certain areas may be exposed there but are not mentioned much in the national news that is studied. As an example of a cluster, in the analysis of word frequency clusters in NVivo or heatmap coding matrix, it was found that The Detik cluster shows the dominance of words such as "PDIP," "Ganjar," "coalition," and "electability," with a tone that tends to be neutral to positive. Meanwhile, the TribunNews cluster has more local variables such as "regional council," "legislative candidates," or "party activities in the region," with a more varied tone and tends to be neutral. Visualizations such as tree maps or bar charts of frequency distribution also show that Detik contributes a larger amount of national political news. At the same time, TribunNews spreads more local issues and is less in-depth in terms of political parties. In response to this development, it is very logical that political parties are competing to increase the intensity of the popularity of their political parties in herding information in online media, as presented by the results of data processing from four online media, which have been visualized in graphical form in Figure 5 below.

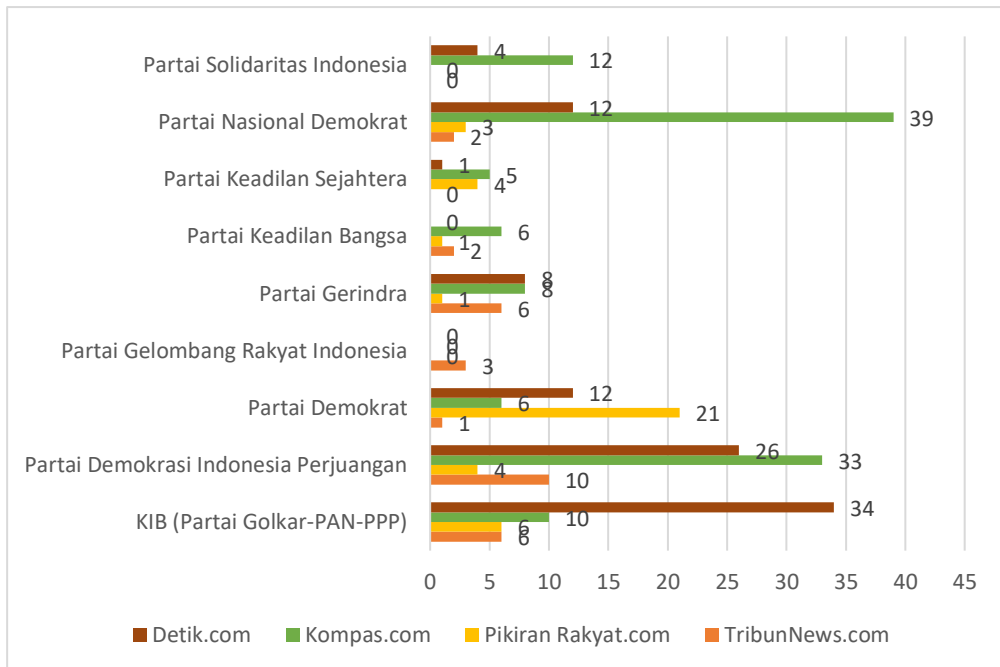


Figure 5. Consistency of Online Media in Political Parties
Source. Matrix Coding Query Analysis using NVivo 12 Plus Software

Figure 5 shows that in the four selected online media sources, Detik, Kompas, Pikiran Rakyat, and TribunNews produced nine political parties with several variations of political parties that are popular in each online media ahead of the 2024 election. The National Democratic Party is the highest significantly produced in online media, Kompas (39) and Mind of the People (21). Meanwhile, Media Detik has popularized the three parties, Golkar, PAN, and PPP, which are members of the United Indonesia Coalition (KIB). What is interesting here is the Indonesian Democratic Party of Struggle, a government party. However, its intensity is only popular in one online media, TribunNews, ahead of the 2024 elections. In line with the research of D. Katz (1960) and Mair (2002), explaining that this condition may occur, the ruling party can ignore the intensity of its popularity because it is a form of public disillusionment that feels unserved by the government for its needs. Therefore, the results of this study show that parties outside the government or opposition are more popular in intensity compared to political parties supporting the government ahead of the 2024 elections, where the Democratic National Party in the contestation for democracy in the upcoming 2024 elections carries Anies Baswedan, former Governor of DKI Jakarta to run for the Presidential election in 2024. These results are relevant to the cluster visualizations processed using the

Source: Word Cloud uses NVivo12 Software

Figure 7 shows that the trend for the word party is very significant in popular intensity; this is due to the recent high opinion of political parties ahead of the 2024 elections, as political education is presented to the public. If we analyze more deeply regarding political parties, most of them carry out maneuvers and establish communication to build an axis to strengthen coalitions ahead of the 2024 presidential election. The next intensity gap often discussed in online media is Anies, the first candidate to be stretcher to become a presidential candidate in the 2024 election, which the Democratic National Party carries out. Meanwhile, other names that have also emerged in the public are Ganjar Pranowo, Prabowo Subianto, Airlangga Hartanto, Muhaimin Iskandar, who are also frequently reported in online media; Seconds, Kompas, Mind of the People, and TribunNews. On the other hand, the Indonesian Democratic Party of Struggle is also visible in this study because it supports the current government.

In this discussion section, the research findings show that opposition parties tend to get a higher portion of news coverage and more positive sentiment in online media than the ruling party. This is revealed from the results of a content analysis of 90 news documents collected from four national online media throughout 2023, where news mentioning opposition parties such as PKS and the NasDem Party appeared more dominant in clusters with positive and neutral tones, while PDIP as the ruling party was more often associated with controversial issues such as cabinet reshuffles or presidential nomination polemics. This finding is in line with research by Widayat et al. (2022), which shows that the online campaign strategies of opposition parties are more aggressive, focused, and adaptive to social media algorithms and online news logic. In the study, opposition parties were considered more responsive in utilizing political momentum, using populist narratives and antithesis to government policies, which tend to attract more media and internet users. This strategy allows them to maximize earned media without having to spend large amounts on advertising.

In addition, these results can be explained by the agenda-setting Theory, which states that the media not only report what is important but also shape public perceptions about what is important. In this context, online media gives more space to voices critical of the government because it is considered more commercially attractive and generates high engagement (click-through rate). Thus, the opposition party benefits more in terms of visibility and public perception because of its role as the main critic of government policies. In contrast, the ruling party tends to face

higher expectations, and when government policies or actions are considered unsatisfactory, the media often convey criticism by explicitly mentioning the party. This explains why PDIP, as the main party in the governing coalition, received a more negative tone of news coverage than the opposition.

This study also strengthens the results of international studies such as those conducted by Anderson et al., (2016), which shows that online media plays an important role in amplifying opposition narratives, especially in democratic systems that experience high polarization. Therefore, communication strategies and image management in online media are crucial aspects in determining the direction of public opinion ahead of the election. Overall, this comparison shows that the dominance of opposition party news coverage in online media is not solely due to structural power but rather because of their ability to utilize digital space as an arena for discourse contestation. This phenomenon must be read as part of a paradigm shift in political campaigns, where the perception of popularity is not only determined by formal political power but also by the astuteness in forming narratives in digital space.

The analysis of media bias in the context of this study shows that online media coverage is not entirely neutral but rather tends to reflect the editorial preferences or economic-political interests of the media. For example, media such as Detik.com highlight opposition parties more with a tone that tends to be positive or neutral, while media such as TribunNews give a smaller portion, which may reflect certain editorial priorities. This bias has a direct impact on public political education because the media has an important role in shaping public understanding of political parties and national issues. When media coverage is biased or disproportionate, the public can get unbalanced information, which ultimately forms opinions based on limited exposure, not on objective data or policies. This has the potential to weaken the quality of deliberative democracy because citizens do not gain a comprehensive understanding of the political choices available. The long-term impact of this media bias is the creation of information polarization and audience segmentation, where groups of people only access news from sources that reinforce their preferences without evaluating them critically. Therefore, media literacy is crucial so that the public is able to recognize bias, assess the credibility of sources, and develop more rational and balanced political insights.

Conclusion

Based on the results of content analysis of 90 online political news outlets throughout 2023, this study concludes that online media have a

central role in shaping the image and popularity of political parties and candidates ahead of the 2024 Election. The findings show that the NasDem Party and Anies Baswedan occupy a dominant position in the news, both in terms of frequency and relatively positive or neutral tone. This reflects the effectiveness of their communication strategy in attracting the attention of online media during the pre-campaign period. Detik.com media emerged as the most consistent and productive platform for reporting political issues, contributing around 40% of the total news analyzed. Detik's reporting pattern shows broad and intense coverage, especially in containing political narratives that link opposition figures to current national issues, such as changes to the electoral system, coalition discourse, and criticism of government policies. On the other hand, TribunNews showed a much lower level of coverage (13%), with a narrower focus and a tendency to replicate information from official sources. This difference confirms that the editorial characteristics of each media have an impact on the political visibility of actors and parties, which ultimately influences electoral dynamics. Sentiment analysis also indicates that opposition parties tend to appear more often in positive or neutral contexts while ruling parties such as PDIP are more often highlighted in controversial issues.

Based on these findings, practical recommendations can be directed at two main actors: Political parties need to adopt a more data-driven communication strategy, utilizing media coverage patterns to expand exposure measurably and avoid relying on short-term responses. Utilizing media monitoring tools and framing analysis can help parties evaluate the effectiveness of their political messages in the digital realm. Media regulators and the Press Council are advised to strengthen editorial transparency mechanisms, especially in the run-up to the official campaign period. The clarity of boundaries between news content, opinions, and political advertorials needs to be reaffirmed so that the public can distinguish factual information from strategic messages. Thus, this study provides an empirical contribution to understanding how online news patterns affect political contestation, as well as providing an initial foothold for political actors and regulatory institutions to respond to the challenges of the information ecosystem ahead of the 2024 Election more adaptively and strategically.

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