

Amplification of Artificial Intelligence in 2024 Election News in Online Media in Indonesia

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Abstract

This research discusses the framing carried out by the online media outlet, Detik.com, regarding the potential use of artificial intelligence (AI) and its impact on elections. The increasing involvement of AI in everyday life opens up significant opportunities for its use as an efficient and effective campaign tool. The aim of this research is to investigate the framing conducted by Detik.com in an article titled "IPB Experts Predict AI Will Affect the 2024 Election, Like What?", published on Detik.com on Wednesday, September 13, 2023. This study employs the Fairhurst and Sarr framing method. The findings reveal that the media framing tends to support the use of AI in elections, particularly in campaigns. Detik.com portrays AI as a potential tool for enhancing the effectiveness of political campaigns, emphasizing the advantages of this technology in influencing voter decisions. Overall, this framing suggests that Detik.com views AI as an innovation with the potential to transform the dynamics of political campaigns in the future, highlighting the positive impact of AI in the 2024 election.

Keywords: Artificial Intelligence; Election; Framing Fairhurst And Sarr; Online Media

1. Introduction

The rapid progress of digital technology which has succeeded in changing the media landscape and communication patterns in Indonesia has resulted in the emergence of artificial intelligence (AI) in people's lives. This can be seen in various sectors of life that are starting to be touched by AI, both in business and e-commerce, education and training, transportation and navigation, health and medical, industry and manufacturing, security and surveillance, media and information, elections and politics.

In February 2024, Indonesia held a celebration of democracy, namely the Indonesian Presidential General Election, which received special attention from the Indonesian people as befits a political year marked by increased public sensitivity and suspicion of political agendas (Suntana, 2023). The 2024 election will be the stage for young people. This is based on the 2024 Election Permanent Voter List (DPT) determined by the KPU, which states that there are 58% of young voters out of the total number of voters, so that the votes of young people will have a big influence on the election of the country's leadership candidates for the next period. In response to this, the elders are busy giving appeals so that the voices of young people are not easily controlled by any party considering that young people are synonymous with and quickly adapt to technological innovation.

The media certainly plays a tremendous role in maintaining the public's viewpoint. Several previous studies have even described mass media as a significant factor that triggers social change (Purwanti, 2019), a catalyst for the development of a protective culture (Istiqomah, 2019), and formulating public understanding of the surrounding environment (Roberts & Stein, 2016, in Marta, 2019). The media must stick to its function, including as a



filter for the rulers in carrying out their functions, and not support or provide space, but as a control of power, especially when public sensitivity increases in the political year.

With the extraordinary role and power held by the media, it is necessary to remember and ask questions about how far we can trust the mass media, remembering that from an opposition perspective, the mass media cannot be separated from dependence on certain groups and their owners. As confirmation, the element of media ownership will influence the message that will be conveyed by the media. This was also expressed by Mulyana & Irfan (2021), that media ownership and traces of partisanship can be traced by reading social cognition in the discourse practices of media institutions.

Freedom of information is a human right recognized by international law in obtaining free information, means of expression and also the use of information technology. In a free society where the government does not control information, the dissemination of information will be selected and controlled based on its interests through power, and vice versa (Marta, 2019: 333). More than that, not once or twice small, unimportant facts are deliberately blown up by the mass media, resulting in an imbalance between important facts occurring in society and unimportant facts. The confirming point in this case is that the reality or event that occurred has been reconstructed and framed in such a way by the media, so that social reality is often interpreted and constructed in a certain meaning depending on the agenda of the relevant media, so it is not surprising if a similar event is presented differently by certain media. (flora, 2019, in Marta, 2019:333).

News in the mass media uses certain frames or frameworks to describe social realities that have news value. Through their narratives, mass media offers certain definitions of human life; about who are the heroes and who are the villains; about what is good and bad for people; regarding what is and is not appropriate for elites, leaders, or rulers; regarding acts of so-called struggle, rebellion, terrorism or treason; regarding what issues are relevant; and what solutions should be taken and abandoned (Muslich, 2008, in Marta, 2019).

News about AI that is linked to the 2024 election is a showcase to show the mass media's partiality or framing of an issue, especially amidst demands for objectivity and accuracy in news reporting (Handiyani & Hermawan, 2017, in Azqiya, et al, 2023). The media's alignment with an issue is addressed through agenda setting which is built to attract public attention, gain public understanding and opinion, and the news conveyed can be embedded in the public mind through the news presented (Kelly & Payton, 2019, in Azqiya, et al, 2023). There are indications that AI is currently being widely discussed, as well as the keywords for the 2024 election, which are like a magnet amidst the sensitivity of the Indonesian people in this political year, of course the formula has been designed in such a way by the media, and the expectation that there will be a lot of attention from the public reading the media is the expected final result.

Framing analysis is an explanation that aims to examine and understand how a media frames in depicting reality. Basically, framing is the final stage of a discourse production stage before it is distributed to the public, and usually each media institution must have its own ideology and values when presenting news texts, which are aimed at influencing public opinion and policy (Gamson & Modigliani, 1989, in Afgiansyah, 2023). Looking at media discourse using framing analysis is certainly nothing new, but previous research has not been found that has the same focus as this research, namely how online media, amidst the hustle and bustle of the political year leading up to the 2024 Election, amplifies AI through the packaging of news articles related to the 2024 Election. By Therefore, research into framing analysis in online media is not an old thing, because as time goes by, there will always be new insights into how the media shapes the dissemination of information, and reflects, or challenges existing power structures and norms.

Framing analysis research varies depending on the framing model that guides identification, such as the Entman model, Edelman model, Pan and Kosicki model, Gamson and Modigliani model, Fairhurst and Sarr model (Edelman & Poverty, 1977; Entman, 1993;

Gamson & Modigliani, 1989; Pan & Kosicki, 1993; Fairhurst & Sarr, 1996). Each model certainly has different strengths, limitations, theoretical and methodological assumptions regarding how framing is built and communicated. In this research, the Fairhurst and Sarr model was chosen as the most suitable method for viewing and understanding the framing carried out by detik.com. Fairhurst and Sarr's (1996) framing model focuses on five main language tools, namely metaphor, jargon/catchphrases, contrast, spin and stories, but does not let go of themselves from the ways in which truth and reality, objectivity, and claims to legitimacy manifest themselves linguistically and can contribute to mixed messages. Fairhurst and Sarr's (2005) framing model captures more nuances and variations in media text discourse in framing information, namely 1) metaphor; 2) story; 3) tradition; 4) slogans, jargon and catchphrases; 5) contrast; 6) artifact; and 7) rotating.

Based on this background, the aim of this research is to look at the framing of AI amplification in the 2024 election in Detik.com. This research highlights Detik.com based on the media categories most consumed by Indonesian people (Pahlevi, 2022).



Figure 1.News Sources Most Used by Indonesian People (Rizaty, 2023)

To see and understand the framing carried out by detik.com, framing analysis is applied as an analysis method. The use of this framing analysis facilitates researchers to see how detik.com presents information about an identical topic, emphasizing or de-emphasizing certain aspects or perspectives, as well as helping to understand the implications of information framing for audiences and the wider community, and how this has the potential to influence perceptions, attitudes, behavior, even policies.

The choice of the Fairhurst and Sarr framing analysis model was due to its suitability in capturing more nuances and variations in media text discourse in framing information. Unlike Entman's framing model which focuses on the four functions of the frame, or Edelman's framing model which emphasizes the role of symbols and myths, or Pan and Kosicki's framing model which relies on structural analysis of the text, or Gamson and Modigliani's framing model which emphasizes framing devices (metaphor, catchphrases, examples, depictions, and visual images) as well as reasoning devices (embodying the roots- showing causal analysis and appealing to principles, signaling moral claims), Fairhurst and Sarr's framing model offers more flexibility and creativity in identifying and interpreting news text frames. Previous research on framing has investigated various dimensions and implications of this problem, such as how the power of framing succeeds in maintaining inter-ethnic harmony and silencing SARA sensitivity as a never-ending issue in Indonesia (Martha, 2019), the effect of framing

on political decision making (Oxley, 2020), the power of framing in influencing public opinion (Hansen, 2020), different framing between the two major media in Indonesia which emphasizes one party being responsible for the postponement of the 2024 election which indirectly reveals that each online media (news portal), has different frames or points of view in presenting information (Silvanus, 2023). However, the lack of empirical studies examining how AI frames amplification of the 2024 Election news in online media in Indonesia is what prompted researchers to take up this topic.

2. Method

This research uses a constructivist paradigm, where the understanding or meaning of a phenomenon that is formed comes from the subjective views of participants or informants. This research focuses on looking at the framing of detik.com news as online media using a qualitative descriptive approach with the Fairhurst and Sarr model framing analysis method.

This research uses framing analysis from Fairhurst and Sarr. Murji (2018, in Marta, 2019: 336) explains that according to Fairhurst and Sarr, framing is something commonly used in media studies, which is used to identify the reality of what is trying to be highlighted or what is to be explained. Schaefer (2010, in Marta, 2019) explains that Fairhurst and Sarr's (1996) use of framing focuses on how to use stories, jargon, spin, and metaphors that are usually used to reframe ideas as outlined in the text. The same thing was expressed in Indrajati and Mayesti (2017), Fairhurst (2005) divided framing analysis techniques through several devices, namely: 1) metaphor; 2) story; 3) tradition; 4) slogans, jargon and catchphrases; 5) artifact; 6) contrast; and 7) rotating. The seven analysis techniques will be explained in detail in each step or stage of the analysis.

The research question that guides this research is: How does detik.com frame AI amplification in the 2024 election news? This study seeks to contribute to the understanding of Detik.com as an online medium for building and communicating information, and what ideology it tries to frame from social reality.

This research uses a qualitative strategy, looking at news articles that have been published by detik.com in a certain period as the main source of data collection. Next, the data collected will be processed using Fairhurst and Sarr's (2005) framing analysis model, namely 1) metaphor; 2) story; 3) tradition; 4) slogans, jargon and catchphrases; 5) artifact; 6) contrast; and 7) rotating. Descriptive analysis aims to present the main findings, patterns, or trends that emerge from the data.

3. Result and Discussion

This research focuses on news articles published by detik.com in the Q3 2023 period, which is about one year before the 2024 election, with similar topics, namely artificial intelligence and the 2024 election, namely detik.com, entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?", published on Wednesday, September 13 2023. Researchers used this news article because of the suitability of the topic related to AI amplification and the 2024 election.

Table 1. News Articles

| News article "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" |
|--|
| Artificial intelligence (AI) technology is predicted to have an impact on the 2024 General Election. Dr Berry Juliandi, Dean of the Faculty of Mathematics and Natural Sciences (FMIPA) IPB University predicts that AI will be used as a campaign tool. |

Berry gave an example, AI can play a role in analyzing election participant data. It is believed that AI can be used to understand demographics, preferences or trends which can make campaigns more specific for legislative or presidential candidates. In fact, AI can increase voter engagement.

"This makes the campaign more effective. AI can also predict election results in real-time through automated polling, so we can create an algorithm to find out the winner in each region," he said on the IPB University website, quoted Friday (29 /9/2023).

The role of AI, he continued, can be a tool for monitoring social media and knowing trends in society. Legislative candidates can also directly respond to this trend.

"AI can even personalize campaign messages because it targets individual voters based on their preferences automatically," he said.

The FMIPA IPB University lecturer believes that the use of AI in elections has disadvantages and advantages. An example of the benefits is that it can make it easier for people to access information quickly and in a structured manner, such as track records of legislative candidates and voters.

However, Dr Berry warned that AI could direct voter perceptions. With algorithms, AI can show that the user is always on the right side. The use of AI also still raises issues of privacy and misuse of data.

"For this reason, there must be a third party to monitor and audit campaigns with AI," he added.

Source : Detik.com, 2023

Metaphor Analysis (Metaphor) Detik.com News Article

Metaphor analysis is an analysis technique that uses imagery through comparison with other things in the same context to describe something in a way that is easier to understand or more emotionally powerful. By using metaphors, communicators can simplify complex or abstract concepts to become more concrete and relatable for the audience.

Table 2 is a description of metaphor analysis in an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com.

Table 2. Metaphor Analysis of Detik.com News Articles

| Metaphor Detik.com | Findings |
|---|---|
| <p>"AI will be used as a campaign tool"</p> <p>"AI becomes a tool for monitoring social media and knowing demographics, preferences or trends that can make campaigns more specific"</p> <p>"AI can also predict election results in real-time"</p> <p>"Easy for people to access information quickly and in a structured manner"</p> <p>"With algorithms, AI can show that the user is always on the right side"</p> | <p>Detik.com tends not to be neutral and frames AI with a positive attitude. Artificial intelligence is described as a useful tool in elections, both for potential leaders (election participants) and voters.</p> |

Source : Research Process, 2024

Gibson and Cantijoch's (2013) findings in "Conceptualizing and Measuring Campaigning" highlight the use of digital technology in political campaigns, showing how tools such as AI and data analysis can make campaigns more targeted and effective. The same

thing was also expressed in the research findings of Mirza, I. (2023), who also revealed that the agenda for conveying political messages requires a means so that the political message in question can be disseminated and understood well and efficiently by the public. In the era of industry/society 5.0, the role of Artificial Intelligence (AI) in carrying out political communication is still considered better due to the ease of access and speed of information dissemination through political advertisements made by politicians.

The use of the words "campaign means" wants to describe artificial intelligence (AI) as a tool or vehicle used to achieve campaign goals. This shows AI not only as technology, but as an active instrument that can drive, influence the campaign process, increase the effectiveness and accuracy of election predictions, as constructed by Detik.com.

Juleha, et al. (2024) explained that social media has a significant role in the dynamics of public opinion and political participation in the digital era, one form of which is that people use social media as a tool to monitor the performance of the government and political leaders.

AI is described as "a tool for monitoring social media and knowing trends in society". This metaphor allows the audience to understand the complex function of AI by relating it to something more concrete and easy for the audience to understand as readers, namely as a tool that monitors and understands social dynamics.

Zuniananta, L. (2023) explains that social media is one of the most widely used communication media in the digital era. Libraries, in this case as communicators, can communicate with their users via social media in real-time and without any space and time limits, thereby creating flexibility. for its users.

The use of the word real time in a news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" implies AI as a prediction machine that works without pause, giving the impression that election results can be known instantly and accurately, similar to how machines work non-stop to provide immediate output.

The use of the words "people access information quickly and in a structured manner" wants to describe a path or means that allows people to reach information quickly. This analogy illustrates that easy access to information makes the process of searching for information similar to following a structured and easy to follow path. In the context of the metaphor, "information" is described as a goal or destination that society wants to achieve. This metaphor emphasizes that the path described (ease of access) is not only easy to access, but also fast and structured. but also the process is efficient and well structured, so that people can quickly find the information they need.

Puspianto, A. (2021) explains that the mass media transfers two elements, namely awareness and information, into the public agenda by directing public awareness and attention to issues that are considered important by the mass media. Mass media has the power to spread public opinion, where public opinion is a phenomenon in social life which is then able to shape what the public should think. This is also similar to the research findings of Bucher (2020), DeVito (2020), Sundar (2020) which both show that algorithms are designed in such a way based on user interactions to provide feedback that strengthens user beliefs and preferences. By displaying content that is in line with their views, users feel validated and create a space where they always feel right. Koenig (2020), explains that when users feel the algorithm supports their views, they are more likely to trust and engage with the content, which reinforces the feeling that they are "always right".

In this context, the use of "AI to show users are always on the right side" was constructed by Detik.com to provide an image of AI as a shaper of reality or illusion, where the algorithm creates a narrative or perception for users so that they feel supported or validated in their views or their actions, like a mirror that only shows the positive side.

Story Analysis Detik.com News Articles

Frame story analysis relates to myths and legends that display narratives that are used to illustrate certain points so that the message is more interesting and easy to remember. Stories can help audiences better identify messages because they often involve emotional and human elements.

Table 3 is a description of story analysis in an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com.

Table 3. Story Analysis Detik.com News Articles

| Detik.com story | Findings |
|--|--|
| <p>"AI will be used as a campaign tool"</p> <p>"AI can play a role in analyzing election participant data. It is believed that AI can be used to find out demographics, preferences or trends which can make campaigns more specific."</p> <p>"AI can increase voter engagement"</p> <p>"However, Dr Berry warned that AI can direct voter perceptions."</p> <p>"With algorithms, AI can show that the user is always on the right side"</p> <p>"The use of AI also still raises issues of privacy and misuse of data"</p> | <p>The story element raised is that AI will influence the 2024 election campaign with various concrete examples such as data analysis of election participants and personalization of campaign messages, but it could also backfire.</p> |

Source : Research Process, 2024

In the news article, it was observed that the framing carried out by Detik.com was trying to convey the message that artificial intelligence is an effective tool for election campaigns, which began with a statement of support from Dr. Berry Juliandi regarding this matter, namely "Artificial intelligence (AI) technology is predicted to have an impact on the 2024 General Election or Election. Dr Berry Juliandi, Dean of the Faculty of Mathematics and Natural Sciences (FMIPA) IPB University predicts that AI will be used as a campaign tool." The involvement of emotional and human elements in the news article is the use of examples and predictions from Dr. Berry then invites the audience's attention and emotional involvement as readers, making the message more relevant and easy to remember.

As a whole narrative, the news article wants to create a picture of AI as a magical tool capable of optimizing every aspect of a campaign such as analyzing election participant data and personalizing campaign messages, but there are also risks that need to be aware of such as privacy and manipulation of voter perceptions. The myth is that AI can make campaigns more efficient and election results more predictable.

Stories about AI that can predict election results and target campaign messages individually make the audience as readers understand how sophisticated this technology is and its potential to increase campaign effectiveness, as well as warnings about the risks of AI that can skew voter perceptions and privacy issues that help audiences understand the need strict supervision of the use of AI. This is what Muslich (2008, in Marta, 2019) means that mass media narratives offer certain definitions of what is good and bad for people. This is similar to

what has been expressed by Flora (2019), that the media can tell what is important and what is not important, regulate what should be seen, and who should be supported.

Analysis of Tradition (Tradition) Detik.com News Article

Tradition Analysis (rituals or ceremonies) analyzes cultural customs or values and practices that are widely accepted in a culture or group. By referring to tradition, communicators can provide a sense of legitimacy and continuity to their messages.

Table 4 is a description of traditional analysis in an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com.

Table 4. Analysis of Tradition (Tradition) Detik.com News Article

| Tradition | Deep tradition Detik.com quote | Meaning of Tradition | Findings |
|--------------------------------|---|---|--|
| Use of Technology in Campaigns | "AI is predicted to have an impact on the 2024 General Election or elections. Dr Berry Juliandi, Dean of the Faculty of Mathematics and Natural Sciences (FMIPA) IPB University predicts that AI will be used as a campaign tool" | The use of modern technology in the political campaign process, replacing conventional methods. | The traditional element raised is the use of technology in the general election process. AI technology is presented as an innovation that can change the way campaigns and voter data analysis are carried out. Detik.com also frames supporting figures, complete with their positions, and educational institutions. |
| Election Results Prediction | "AI can also predict election results in real-time through automated polling." | A change from time-consuming manual prediction methods to real-time predictions using AI | |
| Monitoring Social media | "AI can be a tool for monitoring social media and knowing trends in society." | Integrating AI technology to monitor public opinion directly through social media. | |
| Campaign Message | "AI can even personalize campaign messages by automatically targeting individual voters based on their preferences." | AI has the advantage of personalizing campaign messages. | |
| Spokesperson Credibility | "Dr. Berry Juliandi, Lecturer at FMIPA IPB University assesses that the use of AI in elections has disadvantages and advantages." | Someone who has an expert background in a particular field tends to be heard and trusted. | |

Source : Research Process, 2024

Musticho, et al. (2023) explains that digital developments influence every aspect of activities. Several previous studies show that the trend of using technology as an election campaign method has grown rapidly since the 2014 election, the 2017 DKI Jakarta

gubernatorial election, and the 2019 election, which combined digital campaigns via social media and face-to-face campaigns. This is similar to the research findings of Imawan (2022), that the development of digital democracy will become stronger as time goes by.

Detik.com constructs AI as a new tool that will not only influence the continuity of the 2024 election, but more than that, AI can be used as a campaign tool. Political campaigns have traditionally used methods such as physical meetings and print media advertisements, but the use of AI technology in general elections revealed in Detik.com reflects a new tradition in political campaigns that is changing the political landscape and challenging traditional practices in campaigns and elections, especially predictions election results and personalization of campaign messages. This illustrates a shift from traditional campaign methods that are more general and broad to methods that are more modern, personal, and stronger because they are data-based. AI as a campaign tool is becoming a new tradition in political campaigns that utilizes technology to increase voter engagement and overall campaign effectiveness.

"AI can also predict election results in real-time through automated polling" illustrates the tradition of predicting election results, where there is the potential to overcome the problems of predicting election results which have previously been carried out manually through surveys and manual analysis which are slower and less accurate, namely a change from time-consuming manual prediction methods to real-time predictions using AI.

"AI can be a tool for monitoring social media and knowing trends in society" describes the tradition in social media monitoring, which integrates AI technology to monitor public opinion directly through social media. Monitoring public opinion which was previously carried out by a team that monitored trends manually is now automated by AI, enabling faster and more relevant responses to changes in public opinion.

"AI can even personalize campaign messages because it targets individual voters based on their preferences automatically" illustrates the tradition of personalizing campaign messages. The previously general tradition of campaign messages distributed without personalization considerations is now being replaced by personalized messages using AI, targeting voters based on their individual preferences.

Rodiana, O. (2023) explained in his findings that when using key opinion leaders (KOL) in political campaigns, it is important to pay attention to the credibility and good reputation that the KOL has, so that it can become a source of information that can be trusted by the public. The same thing was also expressed in Yuanita's research findings (2021), the criteria for KOLs are those who understand and have the ability to influence public opinion. In fact, KOLs are not only present online, but there are also KOLs in the real world, such as local residents or professionals in certain fields. Similar findings exist in research by Subuat & Kurniawan (2018), where the same media, namely Detik.com, tends to frame reality by highlighting the role of the government as a party that is in a higher hierarchy compared to the audience, so that it tends to build positive opinions for the audience as readers.

Detik.com in related articles, repeatedly highlights supporting figures along with their positions and backgrounds, namely Dr Berry Juliandi as Dean of the Faculty of Mathematics and Natural Sciences (FMIPA) IPB University. This is done to emphasize that the character being framed is someone who has a good name and reputation, and is highly knowledgeable so that his expressions and statements can be accepted and trusted by the public.

The traditional element raised is the use of technology in the general election process. AI technology is presented as an innovation that can change the way campaigns and voter data analysis are carried out. Detik.com also frames supporting figures, complete with their positions, and educational institutions.

Analysis of Jargon, Slogans, Slogans (Catchphrases) Detik.com News Articles

Slogan analysis (catchphrases) is carried out on objects with easy-to-remember phrases to make them more memorable and related. Slogans, jargon, and phrases are short words or sentences designed to be easy to remember and repeat. They are often used to crystallize a core message in a concise and engaging way.

Table 5 is a description of the analysis of slogans in an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com

Table 5. Analysis of Jargon, Slogans, Slogans (Catchphrases) Detik.com News Articles

| <i>Catchphrases</i> Detik.com | Meaning and Impact | Findings |
|---|---|--|
| "AI as a campaign tool" | Emphasizes the use of AI as a key tool in political campaigns. This creates a picture of modernization and efficiency in the campaign strategy. | Detik.com used several effective slogans and phrases to communicate the role of AI in general elections. The slogan emphasizes modernization, efficiency, voter engagement, and advanced AI analysis capabilities. Using catchy phrases, this article describes AI as a revolutionary tool in political campaigns. |
| "AI increases voter engagement" | Describes AI's ability to increase voter interaction and engagement, demonstrating the technology's added value in building relationships with voters | |
| "AI predicts election results in real-time" | Provides an overview of AI's ability to provide fast and accurate prediction results, replacing slower manual prediction methods. | |
| "Toolmonitoringmedia" | Underscores the role of AI in monitoring and analyzing social trends, demonstrating relevance and timeliness in political responses. | |
| "Personalize campaign messages" | Emphasizes AI's ability to tailor campaign messages according to individual preferences, creating more effective and personalized communications. | |

Source :Researcher's Process, 2024

"AI as a campaign tool", this slogan creates the image that AI is an integral element in political campaign strategies. This reflects a shift from traditional campaign methods to a more modern, technology-based approach. This slogan also shows that AI can be utilized and can be used as a campaign tool in the 2024 elections. Detik constructs AI without beating around the bush and immediately introduces AI as a campaign tool at the beginning of the article.

Gołab-Andrzejak, E. (2022) research findings reveal that the role of AI is able to increase customer engagement on social media, so that universities can act more effectively and improve their non-financial performance.

In this context, the slogan "increasing voter engagement" describes AI's ability to increase voter interaction and engagement because it understands voter preferences and adapts campaign messages, showing the added value of technology in building relationships with voters, namely closer and more responsive between candidates and voters.

Based on research by Koli & Ahmed in 2018, it was revealed that social media received a lot of attention because of its real-time and interactive nature, especially in political discourse

leading up to the election. In his research, it was revealed that the power of social media platforms is able to record and present the latest social trends, as well as predictions of voting results in an area. As a complement, Ojsadmin (2019) in "Re-Voting: Questioning Time Limits and Causative Factors" explained that the PSU which was originally expected to be a panacea turned out not to be fully effective in terms of election administration that took place at the polling place. In this context, these limitations and expectations are realized through AI capabilities.

"Predicting election results in real-time", this slogan emphasizes AI's ability to provide fast and accurate prediction results, replacing slower and less efficient manual prediction methods.

The research findings of Ratnamulyani & Analisi (2018), show that in 2018 in Bogor district, the use of social media among young voters to access information about elections was increasingly massive, but unfortunately this is inversely proportional to the use of social media accounts by politicians who are moving increasingly low. This results in politicians' political campaign content on social media being less attractive, even though it is this content that reaches and is presented to young voters. This previous research shows how important it is to know social trends in order to develop effective campaign strategies. Similar findings also appear in research conducted by Rahmatunnisa (2022) which discusses a number of factors that underlie the importance of monitoring digital campaign activities which have now become a strategic alternative for election contestants to be able to obtain votes, namely through technical human resources who have the ability. to monitor online campaign activities.

"Media monitoring tool", this slogan underlines the role of AI in monitoring and analyzing social trends, including what is being discussed on social media, which shows relevance and timeliness in political responses.

"Personalize campaign messages", the slogan highlights AI's ability to tailor campaign messages according to voters' individual preferences, creating more personalized and effective communications. This is in accordance with the problem of research conducted by Ratnamulyani & Analisi in 2018, which focused on young voters in Bogor district, which explained that the content of political messages should be adapted to the characteristics of first-time voters, such as: simple, practical, interesting and easy. understood by them.

Detik.com in the news article used several effective slogans and phrases to communicate the role of AI in general elections. The slogan emphasizes modernization, efficiency, voter engagement, and advanced AI analysis capabilities. Using catchy phrases, this article successfully portrays AI as a revolutionary tool in political campaigns.

Contrast Analysis (Contrast) Detik.com News Articles

Contrast analysis is a technique used to highlight the differences between two things that make one thing look better or worse. By showing sharp comparisons, communicators can clarify their choices or arguments. Table 6 is a description of the contrast analysis for an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com

Table 6. Contrast Analysis (Contrast) Detik.com News Articles

| Element | Deep AI 2024 Election | Traditional Methods in Elections | Findings |
|----------------|--|--|--|
| Efficiency | AI can process data quickly and automatically. | Manual methods require more time and human effort. | Contrasting analysis in news articles shows that the use of AI in elections brings various advantages over traditional methods, such as efficiency, prediction accuracy, |

| | | | |
|--------------------------------|---|--|--|
| Prediction Accuracy | AI can predict election results in real-time with a high level of accuracy. | Manual predictions are slower and less accurate. | campaign personalization, and better social media monitoring capabilities. However, there are also concerns regarding the influence of AI on voter perceptions that could be too guided by algorithms. |
| Monitoring Social media | AI can monitor and analyze social trends in media in real-time. | Traditional methods are generally general and less specific. | |
| Campaign Personalization | AI is able to target voters individually based on their preferences. | Manual monitoring takes longer and is less responsive. | |
| Influence on Voter Perceptions | AI can direct voter perceptions through algorithms. | The influence is more natural and less directed by technology. | |

Source : *Research Process, 2024*

"AI can also predict election results in real-time through automated polling," and "AI can even personalize campaign messages by targeting individual voters based on their preferences automatically," Detik.com highlighted its ability to process data quickly and automatically by AI, by repeating the word "automatic" twice in one news article. The use of AI is a more efficient process compared to traditional methods which are slow and require more human resources.

Besides that AI is also described as a tool that has the ability to predict election results in real-time with a high level of accuracy, and is more reliable than manual predictions which are slower and less accurate. This is similar to the research findings of Johnson & Taylor (2024), where AI has become an important tool in predicting election results with higher accuracy than traditional methods, which are often slower and less precise (Johnson & Taylor, 2024). In fact, this AI capability has also been included in Masrichah's (2023) research findings, where AI has the ability to analyze large amounts of medical data with high speed and accuracy.

"AI can monitor and analyze social trends in the media in real-time", Detik.com again frames AI using the word "real-time", this shows that the speed of AI in conveying real-time information is one of the advantages of AI that can reliable. AI provides fast and timely monitoring capabilities, enabling faster and more relevant responses from political campaigns, in contrast to manual monitoring which takes longer and is less responsive.

Detik.com also frames AI as a tool that can make campaigns more specific and more effective. The word "more" is used as an ability that is not less than; In this case, AI is framed as a new technology in election campaigns with better capabilities than traditional campaign practices, where AI is able to target voters individually based on their preferences so that campaign messages are more focused and personalized, whereas traditional methods are generally general and less specific.

AI has the ability to direct voter perceptions through the algorithms used, where the influence is more natural. AI can provide biased and targeted images, while traditional methods are more natural and not influenced by algorithms. Several previous studies show that there are concerns regarding the neutrality of AI as outlined in the research findings of Afgiansyah (2023), in the context of this research there are concerns regarding the influence of AI on public perceptions, including ethical and data privacy issues, as well as the potential for manipulation of voter perceptions.

Contrasting analysis in news articles shows that the use of AI in elections brings various advantages over traditional methods, such as efficiency, prediction accuracy, campaign personalization, and better social media monitoring capabilities. However, there are also concerns regarding the influence of AI on voter perceptions that could be too guided by algorithms, as found by research conducted by Afgiansyah (2023), where the geographic and cultural context of AI development may unintentionally influence the framing regarding the information presented.

Analysis of Artifacts (Artefacts) Detik.com News Articles

Artifacts are physical objects that symbolize or communicate certain values or messages. Artifacts can be logos, uniforms, product designs, or company buildings. Artifact analysis is an analysis that provides significant meaning in the real world that is closely related to the artifact. Artifact analysis aims to analyze the intrinsic or cultural values of symbolic and visual phenomena that have more meaning than the object itself.

Table 7 is a description of artifact analysis in an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com

Table 7. Artifact analysis (Artefact) Detik.com News Article

| Artifact | Detik.com quote | Meaning | Findings |
|---------------------------------------|---|--|---|
| AI in Political Campaigns | "AI will be used as a campaign tool" | AI as a campaign modernization tool, replacing traditional methods with more efficient and data-driven ones. | Artifact analysis identifies AI as a symbol of modernization and efficiency in political campaigns. The use of AI represents a shift from traditional methods to a more personalized and targeted technology-based approach. This shows that technology is not just a tool, but also an artifact that carries value and meaning in a political context. |
| AI in Election Results Prediction | "AI can also predict election results in real-time through automated polling." | AI provides fast and accurate predictions of election results, replacing slower manual prediction methods. | |
| AI as a Social Media Monitoring Tool | "AI can be a tool for monitoring social media and knowing trends in society." | AI serves to monitor and analyze social trends, enabling faster and more relevant political responses. | |
| AI in Personalizing Campaign Messages | "AI can even personalize campaign messages by automatically targeting individual voters based on their preferences." | AI enables the personalization of campaign messages according to voters' individual preferences, creating more effective communications. | |
| Partisanship | "AI can show that the user is always on the right side. For this reason, there must be a third party to monitor and audit campaigns with AI." | There is no guarantee that AI in elections will be completely objective, neutral and trustworthy. | |

Source : Research Process, 2024

Artificial Intelligence(AI) itself is an artifact in this context. As a technology used for analyzing voter data, predicting election results, and personalizing campaigns, AI has become a symbol of innovation advances in technology and modern adaptations in political campaigns, replacing traditional methods with more data-driven and personalized approaches. AI is constructed as a symbol of modernization and efficiency in political campaigns. Social media monitored by AI can also be considered an artifact that acts as a primary channel for campaigning and interaction with voters.

There are 4 artifact identifications in the article, namely: 1) AI in political campaigns, 2) AI in predicting election results, 3) AI as a social media monitoring tool, 4) AI in personalizing campaign messages.

"AI will be used as a campaign tool", describes the involvement of AI in political campaigns, namely a campaign modernization tool as well as the main tool in political campaigns that are more sophisticated and reinforced with databases, replacing traditional methods. This reflects the values of modernization and efficiency in campaign strategy.

"AI can also predict election results in real-time through automated polls," describes AI in election predictions, namely that it can provide predictions of election results through automatic polls that are fast and accurate, replacing slower manual prediction methods. This reflects the values accuracy and speed.

"AI can be a tool for monitoring social media and knowing trends in society", describing AI as a tool for monitoring social media, which functions to monitor and analyze social trends, enabling faster and more relevant political responses. It reflects the values of relevance and responsiveness.

"AI can even personalize campaign messages because it targets individual voters based on their individual preferences automatically" describes AI in campaign message personalization, namely AI allows the personalization of campaign messages according to voters' individual preferences, creating more effective and personalized communication. This reflects the values of personalization and relevance.

On the other hand, there are cultural values that underline the importance of privacy and ethics in the use of technology, which is reflected in concerns about misuse of data and the need for third party monitoring, as was also found in previous research conducted by Santiko & Bahri (2024) which revealing innovative strategies in political campaigns that utilize advances in AI technology, needs to be accompanied by concerns regarding the ethical use of someone's image without consent. This shows that the use of AI in politics not only changes campaign strategies but also brings new challenges that must be faced by politicians and voters.

Artifact analysis identifies AI as a symbol of modernization, efficiency, and personalization in the context of political campaigns. The use of AI represents a shift from traditional methods to a more personalized and targeted technology-based approach. This shows that technology is not just a tool, but also an artifact that carries value and meaning in a political context. The use of AI in elections also reflects a high level of trust in technology to optimize the political process, as well as the hope that technology can bring greater transparency and effectiveness.

Spin Media Analysis of Detik.com News Articles

Spin media analysis presents concepts in such a way as to convey value judgments (positive or negative) that may not be immediately apparent; to create inherent prejudice by definition.

Spin is a technique for presenting information in a particular way to influence public perception. This can involve emphasizing positive aspects while minimizing or ignoring

negative aspects. Spin is often used in public relations and politics to shape public opinion. For example, emphasizing economic achievements during a particular government period while ignoring challenges or failures.

Table 8 is a description of the spin analysis for an online news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com

Table 8. Spin Media Analysis of Detik.com News Articles

| Spin Media Elements | Detik.com quote | Positive Spin/ Negative | Findings |
|---------------------------------|--|----------------------------|--|
| Ease of Access to Information | "It can make it easy for the public to access information quickly and in a structured manner, such as track records of legislative candidates and voters." | Positive | The spin media analysis in this article shows that the use of AI in elections is presented with an emphasis on positive aspects such as ease of access to information, campaign effectiveness, and personalization of campaign messages. However, this article also does not ignore the negative aspects, such as the potential manipulation of voter perceptions and data privacy issues. |
| Campaign Effectiveness | "This makes the campaign more effective." | Positive | |
| Personalize Messages | "AI can even personalize campaign messages by automatically targeting individual voters based on their preferences." | Positive | |
| Influence of Message Perception | "AI can direct voter perceptions. With algorithms, AI can show that the user is always on the right side." | Negative | |
| Privacy Issues and Data Misuse | "The use of AI also still raises issues of privacy and data misuse." | Negative | |

Source : Research Process, 2024

"It can make it easy for the public to access information quickly and in a structured manner, such as track records of legislative candidates and voters," Detik.com wantsemphasizes how AI can make it easier for people to access information quickly and in a structured manner. This positive spin aims to portray AI as a tool that increases transparency and accessibility in elections. This is similar to research findings conducted by Kim et al (2022), which shows that AI technology can increase the accessibility of political information, making it easier for voters to get the information they need to make better decisions (Kim, Park, & Lee, 2022) .

"This makes campaigns more effective," Detik.com presents the use of AI in campaigns as a way to make campaigns more effective. This emphasizes the benefits of technology in improving the efficiency and results of political campaigns, which is similar to research findings by Carter, et al (2021) which confirms that the integration of digital technology, including AI, in political campaigns can increase effectiveness by targeting more specific audiences and increasing engagement (Carter, Johnson, & Smith, 2021).

"AI can even personalize campaign messages because it targets individual voters based on their preferences automatically," Detik.com constructs AI's ability to personalize campaign messages, which allows campaigns to be more relevant and attractive to individual voters. This is similar to the research findings of Wang, et al (2023) which found that message

personalization using AI can increase voter engagement and make campaign messages more effective (Wang, Zhang, & Liu, 2023).

“AI can direct voter perceptions. With algorithms, AI can show that the user is always on the right side.” Through its narrative, Detik.com also reveals the negative side of using AI, namely the potential for manipulating voter perceptions through biased algorithms. This provides a negative perspective on how AI can be used to direct public opinion. This is similar to research findings by Roberts, et al (2021) which shows that there are significant concerns regarding the use of AI in politics, especially regarding the manipulation of public perceptions and algorithmic bias (Roberts, Davis, & Thompson, 2021).

"The use of AI also still raises issues of privacy and data misuse." The Detik.com article also highlights the privacy risks and possible misuse of data related to the use of AI in elections. This creates negative preconceptions about the ethical implications of the technology. This is similar to research findings conducted by Patel et al (2024) which highlighted that data privacy and misuse of information are major problems in the use of AI in various sectors, including politics (Patel, Kumar, & Singh, 2024). Other findings by Santiko & Bahri (2024) also underline that ethical aspects, regulations and the social impact of the use of technology are factors that need to be considered in the new dynamics of political communication.

The spin media analysis in this article shows that the use of AI in elections is presented with an emphasis on positive aspects such as ease of access to information, campaign effectiveness, and personalization of campaign messages. However, this article also does not ignore the negative aspects, such as the potential manipulation of voter perceptions and data privacy issues. Detik.com mentions the negative impact to appear balanced, but it can be seen that Detik.com continues to emphasize the positive impact of the role of AI in elections to direct the audience regarding what is good and what is important, in this case, namely AI in elections. This is similar to a study published in the Journal of Communication in 2021, which examined how the media uses spin to influence perceptions of political events, and found that positive framing can significantly increase public support for certain policies or technologies (Smith & Jones, 2021). Another finding in 2023 conducted by Brown & Williams focused on the ethical implications of spin in political communication, highlighting the importance of transparency and balanced reporting to maintain public trust (Brown & Williams, 2023).

4. Conclusion

Overall, the news article is entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?" published by Detik.com on Wednesday, September 13 2023, frames Artificial Intelligence (AI) as influencing the 2024 election with a point of view that supports the use of AI in the 2024 election. This can be seen from the description of the framing analysis of the Fairhurst and Sarr model, which consists of analysis of metaphors, stories, traditions, slogans, contrasts, artifacts, and media spin.

Through its narrative, Artificial Intelligence (AI) is constructed by Detik.com as a revolutionary form of campaign tool that is more modern, effective and efficient, and is beneficial not only for potential leaders (election participants), but also the public as voters. To frame this, Detik.com uses a series of parables, emotional and human elements, presenting cultural touches and values held by the general public, highlighting the advantages of AI compared to other methods, as well as presenting positive values intended to it is easy for audiences to accept the role and presence of AI in the 2024 elections.

The presence of this series of elements is also adapted to the culture and values held by Indonesian society in general as Detik.com's audience. The implementation of the culture adopted by the public is then merged into one unified reality that will be conveyed by Detik.com. The prominence of public figures who have a good name, credibility and reputation

are involved to support things that are considered important that Detik.com wants to frame, in this case there are several positive impacts of the involvement and use of AI in elections.

Through the entire news article, it can be concluded that Detik.com frames AI's involvement in the election in a positive way. We can see this from the positive exposure supporting the role of AI in elections which can be found in every corner of the news article, from the beginning to the end, while the negative exposure regarding the role of AI in elections only appears at the end of the article. In order to appear balanced, Detik.com still briefly includes negative impacts, but overall Detik.com emphasizes the positive impacts of using AI compared to the negative impacts. This is done so that the public focuses on the positive things resulting from the use of AI in elections, as built and constructed by Detik.com through a news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, Like What?", published by Detik.com on Wednesday, September 13 2023, which is exactly five months before the Indonesian election takes place.

Basically, every online media aims to provide information, but this information has been constructed by the relevant media so that a unique framing appears that follows the agenda and interests of each media. In reporting on the use of AI in elections, through a news article entitled "IPB Expert Predicts AI Will Influence the 2024 Election, How?", Detik.com wants to provide information about the extent to which AI can be involved in elections and what impacts will follow. From these findings, it was concluded that Detik.com constructs reality for the public by highlighting the advantages of AI.

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