


## Commodification of INews News Narrative Content on Perceptions of 2024 Election Fraud

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Article Info	ABSTRACT
<b>Keywords:</b> News Commodification; INews; Election Fraud; Public Perception..	This study explores the commodification of INews news narrative content towards the perception of fraud in the 2024 Election. The main problem underlying this study is the increasing public concern about honesty in the election process, which is often influenced by media coverage. This study aims to analyze how INews, as one of the main media, packages news related to alleged fraud in the 2024 Election and its impact on public perception. The method used is content analysis with a qualitative approach, where news is taken from the campaign period to post-election. Data is analyzed using discourse analysis techniques to identify themes, narratives, and news framing. The results of the study show that INews tends to commodify news by emphasizing sensational and dramatic aspects, which can strengthen negative perceptions of election fraud among the public. The conclusion of this study is that the commodification of news by INews can significantly influence public opinion, so it is important for the media to maintain objectivity and integrity in election reporting to support a healthy democratic process.
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### INTRODUCTION

The mass media plays an important role in shaping public opinion regarding citizenship issues. Through news coverage and the information provided, the mass media can influence public perspectives on citizenship-related issues such as politics, human rights, and culture. The mass media can introduce new citizenship issues and provide information on existing ones. In addition, the mass media can reinforce or change the public's views on issues of citizenship that are already in place.

The mass media also affects public opinion through the way news is presented and framed. This framing can shape the perceptions and interpretations of the public regarding citizenship issues,

which may, in turn, influence the attitudes and actions taken by society on those issues. Moreover, the mass media can influence public opinion through the selection and emphasis of news. In this regard, the media can choose news deemed important and emphasize certain issues in its coverage, thus having a significant impact on public opinion.

The mass media plays a central role in shaping public perceptions, especially in political reporting. In the lead-up to the 2024 Presidential Election, sensitive political issues, such as allegations of election fraud, have been increasingly highlighted and are receiving widespread public attention. One of the national television stations, INews, has been actively covering news related to the potential for election fraud, highlighting various issues within Indonesia's democratic process. In this dynamic political climate, news coverage on election fraud could influence how the public views the integrity of the elections.

However, there are concerns that the narrative in the news is no longer simply about delivering facts, but has undergone a process of commodification for economic or political purposes. Commodification here refers to the transformation of news into a commercial product that benefits certain parties, whether through increasing viewership, ad sales, or specific political agendas. As a result, the news presented may lose its objectivity and focus more on the desired outcomes of media owners or advertisers rather than the truth of the information itself.

The alleged commodification of news content is believed to influence public perceptions of election fraud, which in turn could undermine public trust in the democratic system. Constant narratives emphasizing election fraud without providing a balanced context can lead to excessive skepticism among the public, making them feel that the elections are no longer fair or honest. Therefore, this study will explore how commodification in the reporting of election fraud by INews shapes public perception and its impact on the stability of democracy in Indonesia.

## **METHOD**

The media system is closely linked to the social and political structure in the country where it operates. Political and economic control, including the market, always plays a significant role in shaping the operation of the media. When political and market interests align, society, as both the audience and consumers of the media, becomes the primary target and commodity for the media industry. Graham Murdoch argues that television operated by private companies treats viewers as commodities sold to advertisers. As a result, television stations compete to create attractive programs to increase their viewership. With a growing audience, these media organizations profit from advertisers, although the financial benefits are primarily enjoyed by the media institutions themselves.

Herbert Schiller (1989) emphasizes that it is not only business interests that influence consumer preferences for information and entertainment, but also government influence and political interests in determining these choices. According to Schiller, the government and business institutions together shape consumer preferences in the media industry today. Additionally, Vincent Mosco (1995) argues that advertising and marketing strategies play a key role in designing television programs, which are mainly produced for commercial purposes. In the framework of classical political economy theory, Mosco explains that products that fulfill human needs by providing satisfaction are said to have 'use value', while products that are measured based on their exchange value fall under the concept of 'commodification.' "Commodification describes the way capitalism carries out its objective of accumulating capital or realizing values through the transformation of use values into exchange values."

Media political economy theory is a macro-level theory that emphasizes the importance of analyzing the economic structure within media studies, rather than focusing on its ideological content. Although this theory is an older concept, it has been revived to illustrate a more economy-centered approach to understanding the influence of economics on media ideology. This theory asserts that economic power shapes media ideology and directs attention to empirical research on how media ideologies are influenced by economic forces. This review shows that media institutions should be considered as part of the economic system, closely related to the political system. Media political economy theory focuses on mass culture and mass media, both of which are intertwined with various social issues faced by society. The theory also identifies the obstacles that media practitioners face, which prevent them from confronting or opposing established power structures.

The term 'media political economy' represents a truly diverse analytical approach to understanding the existence of the media. This approach generally views the media as a business institution that cannot be separated from the dynamics of political power. Media is conceptualized through a theoretical lens of communication combined with theoretical perspectives from politics and economics. This view is rooted in the understanding of political economy studies, assuming that there is a reciprocal relationship between political power and economic phenomena in society. In the context of social life, including the market, the interaction between power and economic phenomena is considered a central element regulating social dynamics. Power plays an important role in determining policies that align with the interests of various groups involved in the market and also contributes to maintaining market stability. Positioned between economic and political power, the media is vulnerable to the influences exerted by both. In fact, the content communicated by the media often reflects specific economic and/or political interests. In this context, the epistemological goal of media political

economy studies is to uncover the connection between the economic and political dimensions of media operations.

The media political economy approach views mass media from the perspective of who controls the distribution chain and who shapes the mass consumption patterns of media and other commodities influenced by the media. In studies of media ownership and control, the content produced by the media often reflects the interests of those who fund the media. In media political economy theory as a field of study, its strength lies in three main points: first, it emphasizes how media is formed and controlled; second, it offers empirical investigations into the financial aspects of the media; and third, it seeks to establish connections between the content production process and the financial aspects that support the media.

Therefore, by using media political economy theory, various forms of social crimes committed by the media against society can be revealed. This theory explains that contemporary media tends to dedicate themselves to market interest mechanisms that often disregard public interests. In this context, the media does not only serve as an information channel but also commodifies programs favored by their audience into goods that are traded with advertisers to generate capital with a profit-oriented mindset. In every study of media political economy, society is expected to develop a critical attitude and understand modern media, which often manifests as capitalism's insatiable nature. As the theory evolves, media political economy ties together economic aspects, such as media ownership and control, with leadership factors and other elements that connect the media industry to other industrial sectors. This relationship also includes interactions with political, economic, and social elites. Through media political economy studies, according to Philip Elliot, the economic determinants of the content and meaning of the messages produced by the media are accounted for by explanations based on the economic foundations of media organizations. According to Mosco (2009), the media political economy framework includes three key concepts: a) commodification, which refers to the value realized by an object when its value is transformed into exchange value; b) spatialization, which refers to the processes that overcome various barriers due to geographical environmental conditions; and c) structuration, which relates to the creation and development of social relationships in society.

Commodification is the process by which goods and services undergo transformation from their value into commodities that can be traded. As a result, their exchange value becomes the primary point for assessing these goods and services. Commodification is the outcome of a production process in which the capital owner or capitalist buys two key components: labor power and means of production, with the aim of generating surplus value that can be used to produce greater profits. During this process of profit development, workers undergo exploitation, a process in which the value they generate exceeds their compensation. Three types of commodification can be found in

communication: content, audience, and workers. During this process of profit development, workers experience exploitation, where the value they generate exceeds their compensation.

Spatialization is the process of overcoming the spatial and temporal limitations in social life, especially regarding the distribution of information. This process is related to how the media can present their products or information to their audience within the constraints imposed by geographical distance and time. This, in turn, depends on the institutional structure of the media itself, which may play a significant role in determining the ability to overcome these limitations by building distribution networks and ensuring the speed of information delivery to the audience. Both spatialization and, more generally, the flow of information by the media not only refer to questions of physical access but more to the speed and efficiency of distribution in space and time. Structuration is an important concept in understanding how social structures are formed through the actions of social agents. Structuration is the process by which social structures are formed and maintained through the relationship between individuals and groups, and how each element of the structure functions and serves other elements. In this process, social structures are not static but are dynamically formed through social actions and the power generated by the agents involved. The outcome of this structuration process is the creation of a set of organized social relationships, where power, norms, and social values are distributed among different classes, genders, races, and social movements, all of which interact with each other. Structuration shows how power and social interactions are organized and influence broader social dynamics.

## **RESULTS AND DISCUSSION**

### **1. Political Economy of Media**

The political economy approach essentially focuses on economic elements, such as ownership and control of the media, as well as the relationships between leadership and other factors that link the media industry to other industries, and to political, economic, and social elites. Media political economy studies show that the content and value of media messages are influenced by the economic foundations of the media organizations producing them. Mass media and mass culture are linked to various social issues in media political economy theory. This theory identifies the challenges or obstacles faced by media practitioners, which prevent them from opposing powerful authorities. In situations where authorities limit the amount of content produced by media workers, the content that is produced continues to uphold the status quo, hindering efforts to generate constructive social change. Political economy theorists disagree with the attempts of capital owners to hinder change; rather, they support social change.

According to the media political economy approach, the control of mass media production resources, the ownership of distribution chains, and the consumption patterns of the public towards mass media and other commodities are all heavily influenced by who owns and controls the media. In the analysis of media ownership and control, the content presented is always linked to the interests of those financing it. This shows that media owners can influence the type of information disseminated and how certain issues are presented to the public.

There are three main aspects that stand out in media political economy theory. First, it focuses on how media is shaped and managed; this includes the analysis of media ownership structure and its impact on editorial policy and journalistic practices. Second, this approach provides empirical investigation into the finances of the media, including sources of funding, business models, and the effects of commercialization on media content. Third, the theory seeks to uncover the relationship between the process of media content production and media finances, explaining how decisions regarding production and distribution are influenced by financial needs and the interests of media owners. With this understanding, we can see how economic factors and political power are intertwined in determining how information is conveyed to the public.

In the current reform era, it is not only the government, which sets the laws, that holds control over the media, but also the media owners themselves. This fact cannot be separated from the influence of liberalization, commercialization, and advances in communication technology that have caused these changes. Mass media has grown into a political, economic, and cultural force. Similarly, the interests of capital owners and political interests influence product choices. In essence, the oversight conducted by corporations (in this case, the capital owners) can undermine or eliminate the standards of democracy and good journalism, ultimately leading to the corporation's most effective goal: to gain profit.

## **2. Commodification of iNews News Content towards the Perception of 2024 Election Fraud**

The commodification in this iNews report is intrinsic commodification, referring to how the news content about the issue of electoral fraud in the 2024 Indonesian general elections is transformed into a commodity to meet market demands, where the audience is treated as a target that can generate profit. In this case, intrinsic commodification is reflected in how iNews strategically frames the issue of election fraud to increase appeal and ratings, rather than solely providing objective information to the public. Through framing techniques, the news is arranged in a way that reinforces

the perception of potential fraud, even if there is no solid evidence, with the aim of attracting the audience's attention, particularly those interested in political and electoral issues. iNews capitalizes on the audience's concerns and interest in the stability of the elections as a tool to retain viewers and boost engagement. Thus, the content, which should ideally function as factual and neutral information, becomes a means to fulfill the media's commercial needs, where audience attention turns into the "selling value" for the media.

Media, including iNews, broadcasts news that significantly impacts public perception of important issues such as fraud in the 2024 elections. In a YouTube video on the Official iNews channel uploaded on February 16, 2024, titled "Massa Tudung Pelaksanaan Pemilu 2024 Berlangsung Curang" (Masses Accuse the 2024 Election Process of Fraud), the video received many comments, representing a wide range of opinions that illustrate the influence of the news narrative on public perception. The way the news is presented can influence the public's view of fraud in the election process, as the choice of sources such as government officials, election monitors, and civil society representatives can offer a clearer picture of what happened, thus strengthening the viewers' trust in the information provided. Some of the sources in the video include: Kombes Pol. Susatyo Purnomo Condro (Metro Jakarta Police Chief), Nining Setyaningsih (Chairwoman of PPS TPS 02 Kenteng), Singgih Hartono (Chairman of Blora Volunteer Team), Rusly Saraha (Member of Bawaslu Maluku Utara), Achmad Mustain Saleh (Chairman of Bawaslu Bangkalan), Hamdan Zoelva (Chairman of Timnas Amin's Expert Council), Hasto Kristiyanto (Secretary-General of PDI Perjuangan), Joko Widodo (President of Indonesia), Azam Khan (Secretary-General of Tim Papua), Hasyim Asy'ari (Chairman of KPU), Ismail Fahmi (Founder of Drone Emprit), S. Kemal Zulfi (National Legal Team Timnas Amin), Firman Jaya Daeli (Deputy of Legal Affairs TPN Ganjar-Mahfud), and Idham Holik (KPU Commissioner).

In political economy, we can see how economic interests and political power influence the media content consumed by the public. In this case, the narrative presented by iNews about election fraud is not just about providing information, but also reflects the dominant political and economic interests. Media often operate under pressure from owners and sponsors with specific agendas, so the narrative built may reflect perspectives that benefit their interests.

For example, in a report on election fraud, iNews may highlight certain aspects or select sources who align with a particular viewpoint, creating a perception that the fraud is a more widespread or systematic problem. This can influence how the public understands and responds to the

issue of election fraud, ultimately generating distrust in the election results and the institutions responsible for conducting the elections. In this way, the narrative presented by the media has the potential to shape public opinion and trigger social reactions, especially among supporters or groups with particular political views. Political economy theory helps us understand that media content cannot be separated from the broader social and political context, which can influence the dynamics of democracy and public participation in the political process.

From a political economy lens, media like iNews does not merely function as a source of information, but also as a tool for shaping public opinion, especially during election periods when information manipulation is prevalent. News stories focused on election fraud tend to affect public perception, creating distrust in the electoral process and the institutions managing it. For example, the narrative that fraud could undermine the legitimacy of the election results is predicted to erode overall public trust in the political system.

Through the use of political language and rhetorical strategies, we create an image of the conditions within the world of conflict and social cooperation. In the news narrative that highlights the word 'fraud,' it contradicts the ideals upheld in Indonesian elections, which emphasize values such as honesty and fairness.

In the selected iNews video, Hamdan Zoelva, Chairman of the Expert Council of Timnas Amin, stated, "We have found indications that there is a common thread between pre-election day, election day, and post-election day, where violations occurred systematically. We are currently gathering evidence related to these systematic violations." Then Hasto Kristiyanto, Secretary-General of PDI Perjuangan, said, "A special team was formed to conduct a forensic audit, and this team will consist of legal experts, IT experts, and demographers. After that, they will work to uncover material evidence to demonstrate that what constitutes violations are structured, meaning they involve massive power orchestrated systematically."

(Results from the YouTube video screenshot of iNews report)

The interviews with these sources in the iNews video could influence the public's perspective on fraud in the 2024 elections by presenting those directly involved in the issue. Along with presenting sources like the ones mentioned above, having evidence of fraud in the 2024 elections will also strongly influence public perception, as shown in this iNews video.



One piece of evidence reported by iNews is that a witness at a TPS (polling station) in West Halmahera, North Maluku, was caught casting 15 leftover ballots, and after investigation, it was found that the perpetrator also voted twice at separate TPS locations. The perpetrator was not alone; others were found doing the same.

From the interviews we conducted, it can be concluded that the news narrative presented by iNews tends to influence public perception regarding fraud in the 2024 election process. As a media outlet with a broad audience, iNews has the power to shape public opinion through news coverage that may focus more on negative issues, such as alleged fraud, lack of transparency, or dishonesty in the election process. This could make the public feel uncertain about the integrity of the elections and foster skepticism towards the results. However, this influence is not entirely negative, as it can also encourage the public to be more critical in overseeing the election process. Nevertheless, if the coverage is not balanced and objective, the narrative may risk exacerbating polarization and distrust in the democratic process.

### **3. Form of Commodification of INews News Narratives on the Perception of 2024 Election Fraud**

The commodification of news narratives by INews related to perceptions of election fraud in the 2024 elections is an interesting aspect to analyze. This commodification refers to how news about election fraud is produced, packaged, and presented to capture public attention and serve the economic interests of the media. In this context, the narrative of election fraud can become content that is "sold" to the public to attract their interest, increase viewership, and strengthen INews' competitive position among other media outlets.

As DeVito (1996) explains, one of the functions of communication is persuasion, such as changing attitudes, beliefs, and values. Given that election fraud is often a controversial issue, presenting the news in a dramatic way can enhance audience engagement and strengthen their loyalty to the news channel.

The form of commodification seen in the election fraud narrative involves sensationalizing the way the news is presented. INews uses emotional language and diction that emphasizes election fraud as a serious threat to democracy. For example, by highlighting cases or allegations of election violations, the created narrative tends to direct the public to view the election process as non-transparent and susceptible to manipulation. This presentation may lead the public to feel that election fraud is an inevitable phenomenon, thus increasing distrust in the democratic process.

Moreover, this commodification is also evident in the framing of the news, which often steers public perception to be more critical of the election process. By interviewing experts, political figures, or members of the public who express criticisms of the election process, INews shapes the perception that election fraud in 2024 is either happening or at least very likely to happen. This framing reinforces the idea that there are gaps in the election system that could be exploited by certain parties to manipulate the process.

Furthermore, the narrative crafted by INews uses visuals or data that emphasize discrepancies in the voting process. For example, showing video clips or graphs highlighting mismatches in vote data can convince the public that something is wrong, even though it has not necessarily been proven legally. These visual narratives strengthen the commodification by providing the audience with visual evidence, indirectly asserting that fraud exists, even if it has not been proven.

The commodification of election fraud narratives by INews ultimately affects not only public perception of the election process but also the public's trust in democratic institutions. When fraud is consistently highlighted and presented dramatically, the audience may become more skeptical of election results, even before the election process concludes. In other words, INews, through this approach, can shape public opinion in a way that ultimately undermines political and social stability in the long term.

With various forms of commodification, the narrative of election fraud becomes more than just news coverage; it turns into a tool for the media to gain popularity and increase economic profits. However, this approach risks creating biased information in society, exacerbating political polarization, and ultimately challenging the integrity of the democratic system that the public should trust.

Finally, the perspective that emphasizes the negative impact of fraud on democracy and justice will reinforce public conviction, while a more positive or optimistic perspective will weaken it. By understanding these factors, INews can influence how the public views the issue of election fraud, where the chosen framing can significantly affect the level of belief and public perception regarding the truth of such fraud.

#### **4. The Influence of INews News Content on Perceptions of the 2024 Election**

The influence of INews media on public trust in the 2024 election process and results is significant, especially when the narrative of election fraud takes center stage. Mass media, particularly

television and online platforms, play a crucial role in spreading information and shaping public opinion. In the context of the 2024 election, one of the narratives that has emerged is the allegation of fraud during the election process. However, not all members of society accept or believe this narrative. The media's role in spreading this issue has led to diverse public perceptions, creating polarization between supporters of different candidates and the general public.

During elections, supporters of various candidates often form groups on social media to share information, strategies, and support. This dynamic strengthens political divisions, fostering antagonism between opposing groups. Strong loyalty to a candidate or political party can escalate emotions, creating tensions that are amplified by social media's rapid spread of information. This can include misinformation or politicized content, further deepening the antagonism between rival groups.

In this context, digital platforms not only serve as communication tools but also as arenas where political rivalries become more pronounced, making it harder to bridge divisions. This polarization affects how the public understands and responds to political issues, presenting a challenge to constructive dialogue in a diverse society.

For instance, loyal supporters of Prabowo Subianto and Gibran Rakabuming Raka deny the allegations of fraud, believing their victory reflects the will of the majority. On the other hand, some argue that Prabowo-Gibran would have won regardless of fraud, based on their popularity and political strength. However, many others, influenced by media narratives, begin to doubt the integrity of the election results despite the lack of concrete evidence of fraud.

Media's responsiveness shapes public characteristics into pro, contra, and neutral groups. This influences public trust in the government by affecting how they assess the government's transparency and accountability. Media's impact becomes clearer when public actions, such as calls for a re-vote, emerge, reflecting widespread distrust in the election results.

The media's role is not just to inform but to actively shape public views, contributing to polarization. One group believes the election results reflect the people's will, while another doubts the legitimacy of the results, suspecting structured fraud. Thus, media plays a pivotal role in influencing public perception of the 2024 election's integrity.

In interviews with students, they emphasized that media significantly shapes public perception of the election process. While media can influence trust by providing accurate information, it also risks spreading unverified information that causes confusion and undermines trust in the election results.

Social media, in particular, can spread hoaxes and disinformation, further damaging the integrity of the election.

## CONCLUSION

The political economy approach to media emphasizes the influence of media ownership and control by political elites and capitalists on the values and content of media messages. The economic structure of media organizations can hinder social change and maintain the status quo. In the post-reform era, media control by the government and media owners, influenced by liberalization and technological advancements, has made media a political and economic power. Corporate oversight can undermine democratic standards and journalism for profit.

iNews plays a crucial role in shaping public perceptions of election fraud in the 2024 election. In the YouTube video titled "Masses Accuse the 2024 Election Process of Being Fraudulent," uploaded on February 16, 2024, many comments reflect various public opinions regarding the narrative presented. The selection of sources from different parties—government, election monitors, and civil society—supports the credibility of the information for viewers. Political economy theory explains how economic interests and political power influence media content. iNews not only delivers information but also shapes public opinion, creating distrust in the election process. The sources in the video highlight indications of systematic violations, while evidence such as double voting in West Halmahera and pre-marked ballots in Bangkalan strengthens the perception of fraud. Overall, iNews contributes to undermining trust in the legitimacy of the election results.

News framing refers to how the media shapes public perception of specific issues, such as election fraud. iNews uses several factors in framing that can either strengthen or weaken public belief. The selection of credible sources supporting the fraud narrative strengthens public belief, while neutral sources may weaken it. The use of assertive language and the presentation of concrete evidence strengthens belief, while neutral language and weak evidence do not. Sensational headlines and visual content that support the fraud narrative also attract public attention. The frequency and prominence of the news, active interaction on social media, and perspectives that emphasize the negative impact of fraud further reinforce public belief. By understanding these factors, iNews can influence public perception of election fraud.

Media has a significant impact on public trust in the 2024 election, particularly regarding the fraud narrative. While not everyone believes in this narrative, media creates polarization among candidate supporters. Supporters of Prabowo Subianto and Gibran Rakabuming Raka often deny the existence of fraud, while others argue that the pair would have won without fraud. However, many people are influenced by the media's fraud narrative, leading to doubts about the integrity of the

election results. The media creates varied responses from the public, impacting trust in the government. Public calls for a re-vote reflect dissatisfaction with the election results. Overall, media not only delivers information but also shapes public views, creating polarization where one group believes the election results are legitimate, while the other doubts them. The role of media in the 2024 election is crucial in influencing public opinion and trust in the political process.

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