The Use of Social Media by Bantul Electoral Commission to Increase Voters' Participation in 2020 Regent Election

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Abstract. Social media has become a massive platform to disseminate information relating the 2020 regent election in Bantul. But how exactly the social media is used in increasing public participation is still in question. This research explores how social media is used by Bantul Electoral Commission (KPU Bantul) to increase participation in the 2020 Bantul regent election (Pilkada) by concentrating on four main issues: The themes and contents in social media; The narrations developed on social media; The relationship between themes and contents in disseminating information related to the election; and how is the activity of the KPU Bantul's account during the 2020 Pilkada. This research uses Qualitative Data Analysis Software (Q-DAS) by employing the NVivo 12Plus. This study finds that *first,* social media have become the platform to increase participation in 2020 Bantul Pilkada by concentrating on three themes: "Political Party", "Candidate", and "Voter", in which the highest content in KPU Bantul's social media tends to inform the Regional Election phases in Bantul Regency. *Second,* the narration in social media is used to increase and attract the voters to participate in Bantul regent election, with the most frequent word appears are "Bantul", "KPU", and "Election". *Third,* the relation of the content and theme on social media is no strong enough. *Fourth,* the Twitter Account of KPU Bantul to inform the election is not very active because there are some delays in the Bantul Regent Election regarding to Covid-19. Nevertheless, this research also has some limitations. This research mainly concerns with how social media can increase participation without exploring the issues of the campaign. This opens any opportunities to further researches that focus to explore the campaign issues in Indonesian Pilkada. This research implicates to any novelty to the using of social media in election by concluding that social media has been used as a platform to spread information during the electoral phases by using Content and Narration, in which the previous research mostly merely explores the function of social media as a tool in a candidate's campaign.

1 Introduction

Local government head election (Pilkada) aims to elect local leaders who have best capacity and willingness to meet the people's wishes and to represent the interests of local people. Pilkada was held for the first time in 2005. Since the decentralization divides Indonesian territory into provinces, and those provinces divided into cities and regencies, there are two level of Pilkada: the governor election in provincial level; and mayor and regent election in city and regency level.

For reasons of efficiency, the timing of Pilkada in Indonesia which was previously different due to the different terms of office of its officials began to be attempted to run simultaneously. In order that in 2024 all regions in Indonesia can hold elections simultaneously, since 2015 the elections have begun to be carried out in four waves. The 2020 Pilkada is the fourth wave of simultaneous Pilkada. In 2020 there are 270 regions holding simultaneous regional head elections with details of 9 provinces, 224 regencies and 37 cities. Bantul regency that located in the Special Province of Yogyakarta is one of the regencies that hold regent election in that year.

The 2020 Pilkada shows that the electoral commissions (KPU) use any available platforms to attract the public attention that leads to the increasing of voter's participation, including the social media. The use of social media in the Pilkada has a vital function. Social media can provide the latest news regarding the 2020 Pilkada including the mechanisms and information regarding existing candidates. The KPU can use social media to disseminate information and invite the public to participate in the 2020 Pilkada. This research tries to explores how social media is used by the Bantul Electoral Commission (KPU Bantul) to increase participation in 2020 Bantul regent election.

The using of social media in electoral process attracted many researches to explore the issue. By using VOS Viewer analysis, we can see the main ideas of the previous researches that discussing the using of social media in electoral process. The result of analysis could be observed in Fig. 1.

In the Vos Viewer analysis above, it can be observed that there is a relationship between social media with themes about elections, such as Elections, Populism, and also Facebook as an example of social media. We understand that social media is used in elections and has a significant role.

1.1 Social Media and Election

In this century, the growth of social media is so fast and changed the vital point of view of society to gather information and in engaging public issues. Social media is used in political aspects, such as the electoral process. Political issues always brought up to social media by potential supporters or opponents in election practice. Social media has a central point in political and political campaigns [1–3]. In the era of political broadcasting, elite dominance over campaign communications has given rise to social

Fig. 1. Vos Viewer Analysis

media platforms that symmetrically and reciprocally connect users with the same power as the sender and receiver of the communication. In several and mostly different ways, new digital media technologies can influence power relations in party politics [4–7]. For example, the digital internet can improve the centralization process by increasing control over campaign strategy and transferring political knowledge. Political issues and political campaigns that spread through social media have more benefits, such as being cheaper; social media also has a broad reach [8–11].

New media, like social media, has a lot of market share of netizens, and this market is more strategic in getting votes than conventional media campaigns. Markets like Facebook, Twitter, and Instagram make new ways of political campaigning more strategic [12–14]. At the grassroots, digital media will result in a more democratic open-source model of political campaigning and marketing, promoting the movement of amateur fan activity into the political arena to expand public participation more broadly in public relations. Significantly, the idea of community empowerment with media intervention is not limited to content development, such as the formation of remix videos, macro image memes, etc. [15–17].

Millennials always use social media. This provides an opportunity for any electoral contestants to get votes by using social media. The strategic use of social media to disseminate political knowledge can also benefit parties [18–20]. Whether mediated by social media or editorials, or face-to-face, political contacts are usually strategic or purposeful [21–24]. We can therefore describe political communication as "communication undertaken for the achievement of specific objects by politicians and other political actors". In the Norwegian election in their campaign activities, social media is now an essential method of exchange for the campaign, and even in this excessive setting of the party, the politics of opportunity in this media to express their side [1, 25, 26].

1.2 Social Media and Political Marketing

On the internet and politics, and the vast amount of literature available, Politics and social media, more importantly, have evolved. It began with an emphasis on the role of the internet in new social movements in the 1990s. The reach of tailor-made or commercial digital outreach (including some overlap with less connected parties) includes: (a)

common site network channels such as websites, wikis, and blogs; (b) social media that supports party actors to maintain the existence of managed accounts while supporting supporters to exploit their social networks; c) application of advanced ideas, conversations and decision making such as Discourse (a discussion platform), Appgree (software for large-scale collaboration and conventions); and (d) online networks or 'operating systems' to coordinate primary contests in technology [27, 28]. Studies of political campaigns in Europe often show the inability of politicians to participate in dialogue; in the UK, for example, we can find online movement use of social media only to reproduce the one-way contact patterns shaped by mass media framing. [29]. In Norway, too, the impact of Barack Obama's 2008 campaign is evident "Much can be attributed to before and after Obama," as the Norwegian Labour Party Head of Information said in 2009, when interviewed about the influence of Obama's online campaign [30–32].

In previous studies, as previously explained, the use of social media has not been shown in local and specific cases. The novelty of this research is to see how the use of social media to increase public participation in the Bantul elections in 2020 ago. This research tries to answer 4 questions as example:

1. What are the themes and content in KPU Bantul social media in disseminating information and increasing voters' participation in the 2020 Pilkada in Bantul regency?
2. What are the narrations developed in social media in disseminating information and increasing public participation in the 2020 Pilkada in Bantul regency?
3. How is the relationship between themes and content in disseminating information related to the 2020 Pilkada in Bantul regency?
4. How is the activity of the Bantul KPU account during the 2020 Pilkada to disseminate information and increase public participation

2   Method

This research uses Qualitative Method. The main data is obtained from social media data emerged from Twitter account of KPU Bantul. Qualitative Data Analysis Software (Q-DAS) is used in this research by employing Nvivo 12Plus [33–35]. This study uses descriptive and visual data to assist the reader in understanding the flow and results of this research. Data collection techniques in this research is social media data and article data gathering relevant to this research, and using four type analysis as follows:

1. Content analysis used to analysis the themes and Contents on social media data, specific on Twitter Account KPU Bantul.
2. Narrative analysis used to explore the narration and popular word that appear on social media data.
3. Cluster analysis to explore the relation between the theme or the contents in case social media.
4. Analysis of activity to explore the activity of Twitter Account KPU Bantul.
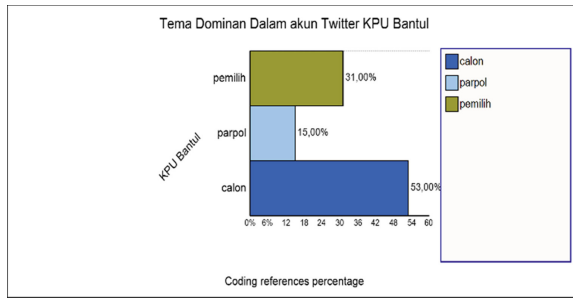
Fig. 2. Analysis of Dominant Themes

Table 1. Analysis of Dominant Themes

Account	Candidate (%)	Political party (%)	Voter (%)	Total (%)
KPU Bantul	53.45	15.52	31.03	100
Total	53.45	15.52	31.03	100

3   Result and Discussion

3.1   Analysis of Theme and Content of PKU Bantul Social Media Account Twitter

This analysis is divided into two parts: 1) Analysis of the dominant themes on the KPU Bantul's Twitter account. 2) Content Analysis on the KPU Bantul's Twitter account. The analysis uses the Crosstab analysis to show nominal results related to the distribution of themes and content on the KPU Bantul's Twitter account.

1. Analysis of Dominant Themes

This analysis uses Crosstab Query analysis on the Nvivo 12Plus feature, showing the dominant themes in the Bantul KPU Twitter account. This analysis focuses on 3 dominant themes as described in Fig. 2 and Table 1.

As the results of this analysis, it can be observed that there are three dominant themes frequently discussed on the KPU Bantul's Twitter Account, which consists of Candidates, Political Parties, and Voters. With the Largest Gain on Candidates with 53.45%. The percentage of voter is 31.03%, and themes on political party is 15.52%. In this case, we can draw the conclusion that the dominance of themes spread on the KPU Bantul's Twitter account is still dominated by focusing on candidates only, not on voters, which are one of the major subject determining the winner of the election and can also be a focus for political education on the beginner voters.

2. Analysis of Content Dichotomy on Twitter Account

This analysis uses Crosstab Query analysis on the NVivo 12Plus feature, showing the dominant themes in the KPU Bantul's Twitter account. This analysis focuses on
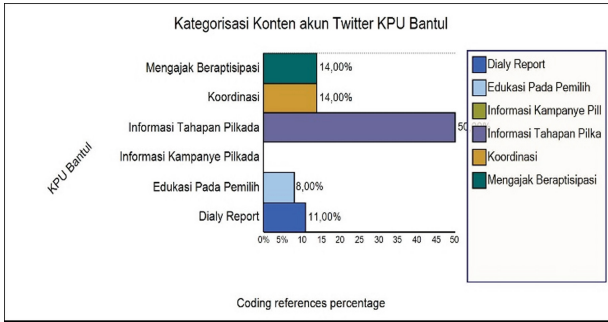
Fig. 3. Analysis of Content Dichotomy on Twitter

Table 2. Analysis of Content Dichotomy on Twitter

Account	Dialy Report (%)	Political Education (%)	Campaign Information (%)	Information on Pilkada Stages (%)	Coordination (%)	Attract to Participate (%)
KPU Bantul	11.76	8.82	0	50	14.71	14.71
Total	11.76	8.82	0	50	14.71	14.71

some content implemented in the KPU Bantul Twitter account, as described in Fig. 3 and Table 2.

In the content dichotomy analysis on the KPU Bantul's Twitter account, six content categorizations often appears on the KPU Bantul's Twitter. The Daily Report refers to the notification of daily activities on the Bantul KPU Twitter social media. Voter Education focusing on social media is used to provide education to voters through social media. Election Campaign Information focuses on the election campaign of each candidate. Information on Pilkada Stages refers to providing information or updating information regarding the stages in the implementation of the 2020 Pilkada. Coordination focuses on coordination activities in the implementation of the 2020 Pilkada. Inviting to participate refers to using social media as a way to invite people to cast their voting.

In this analysis, it can be seen that the largest content is Information on Pilkada stages with 50% of percentage. In the second place is Coordination and Inviting Participation with the same gain, namely: 14.71%. Furthermore, there are daily reports with 11.76% gain and Voter Education with 8.82%. Meanwhile, the election campaign information only gets 0%.

In analyzing the dominant theme and content dichotomy, the conclusion that could be drawn is that the dominance of the themes in the KPU Bantul Twitter account is still focused on candidates and has not given proper attention toward voter segmentation, especially beginner voter education. In the content dichotomy, it also tends only to provide information related to the 2020 Pilkada stages and ignores related to the voter education sector. From this point we can observe that social media content in the case

Fig. 4. Narrative Analysis of KPU Bantul's Twitter

of Pilkada Bantul tends to provide information about the Pilkada Bantul 2020 Stages, Coordination and to invite the society to participate, which shows that the transfer of information about political knowledge is not optimal. Even though in other cases, social media can be used to share knowledge about politics to the young & beginner voters [1, 11].

3.2   Narrative Analysis of KPU Bantul Social Media Account Twitter

In this section, the narrative analysis is used to capture what kind of social media narrative spread on social media account of KPU Bantul regarding the 2020 Pilkada Bantul. This analysis uses Wordcloud analysis, which aims to show the dominant narrative on the KPU Bantul's Twitter. This analysis is limited to acquire the Top 30 words or the dominant narrative on the Bantul KPU Twitter social media. The results of the analysis are shown in Fig. 4 and Table 3.

In analyzing the data related to the narrative in the KPU Bantul's Twitter, we can draw the conclusion that the narratives developed on Twitter is still oriented to the region and institution. This analysis can be proven in the top 5 narratives, four aimed at institutions and regions such as Bantul, KPU, Regency, and #kpubantul. This analysis shows that the narrative is still confined to institutions and regions. However, this does not mean that the narrative develops only related to regions and institutions; there are other narratives such as the stages of pilkada such as the Verification, Meeting, Socialization, and List narratives. Besides that, there are also narratives related to parties such as voters,

Table 3. Narrative Analysis of KPU Bantul's Twitter

Word	Count
bantul	376
kpu	280
pemilu	130
kabupaten	129
#kpubantul	112
calon	90
2019	88
pemilih	86
sosialisasi	74
#kpumelayani	73
ppk	71
dengan	70
bupati	69
pada	63
dalam	61
oleh	60
partai	59
pps	59
2015	57
yang	57
#pilkadabantul	55
baru	52
pemilihan	49
rapat	49
hasil	43
Daftar	41
Verifikasi	41
#pilkadaserentak	39
Diy	39
Data	38

candidates, regents, and parties more focused on the actors or parties involved in the 2020 Pilkada.

Departed from this analysis we can see that twitter in this case used to spread the narration that related to institution of KPU and the territories, which in this case is
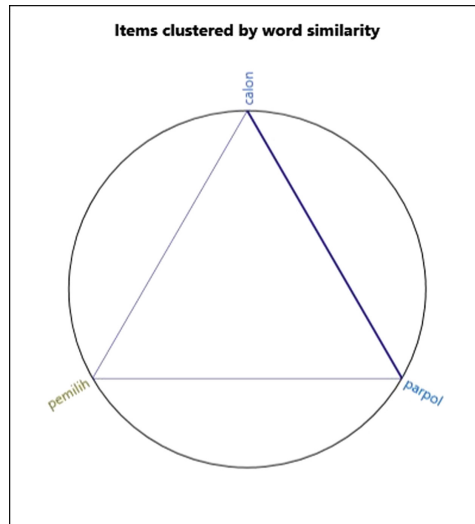
Fig. 5. Cluster Analysis Social Media Theme of KPU Bantul

Bantul Regency. But another narration still appeared with specific orienteation on the stages of Local Election in Bantul 2020 reference with the words such as: Verification, Meeting, and Socialization. It means that social media in case of the narrative more concern to inform the stage of pilkada rather than concerns on the political knowledge on the beginner and young voters. In this case we can see that social media is essential to giving the information about the local election in 2020 Pilkada Bantul [16, 36].

3.3 Cluster Analysis Theme and Content of KPU Bantul Social Media Account Twitter

This analysis is divided into two parts, namely: 1) Analysis on relation of dominant themes on the KPu Bantul's Twitter account. 2) Analysis on relations of content on the KPU Bantul's account. In this section the analysis uses Cluster Analysis, which aims to show nominal results related to the relationship between themes and content of the KPU Bantul's Twitter account.

1. Analysis of relation of dominant themes on the Bantul KPU Twitter social media account

This analysis uses Cluster Analysis on the Nvivo 12Plus Feature which can show the relationship between the dominant themes in the Bantul KPU Twitter social media account. This analysis focuses on 3 dominant themes in KPU Bantul's twitter, such as described in Fig. 5 and Table 4.

In the relationship between these themes, it can be seen that the largest coefficient value is on the theme of Political Parties with Candidates with a value of 0.58358 points. The next theme is Voters with Candidates, whose value is 0.155476 points. Moreover, the relationship between themes is voters and political parties with 0.09318 points.

Table 4. Cluster Analysis Social Media Theme of KPU Bantul

Items A	Items B	Pearson correlation coefficient
Political Party	Candidiate	0,58358
Voters	Candidiate	0,155476
Voters	Voters	0,09318

From the results of this analysis, we can conclude that the relationship between the themes of political parties and candidates tends to be better than that of voters. It can be seen that the themes of political parties and candidates on the Bantul KPU Twitter account can be said to have a fairly high relationship. This analysis shows that the relation of the themes could be seen in Lower Limit 0 point and Upper Limit 1 Point in Nvivo 12Plus, which indicates that the relations of each theme is Possible appear, but it's not too strong enough because the lower limit is 0 point. This analysis shows that theme in social media posts or Tweets in Twitter can have the relation with another theme that have similar context [7, 37].

2. Analysis of relations of content on the Bantul KPU Twitter social media account

In this analysis, Cluster Analysis is used on the Nvivo 12Plus feature, which can show the dominant themes in the KPU Bantul's twitter account. This analysis focuses on several relationships between content implemented in the Bantul KPU Twitter social media, as described in Fig. 6 and Table 5.

In the content dichotomy analysis of the KPU Bantul's Twitter, six content categorizations frequently appears. The Daily Report refers to the notification of daily activities on the KPU Bantul's social media. Political Education focuses on social media used as a platform for providing education to voters through social media. Campaign Information focuses on the electoral campaign of each candidate. Information on Pilkada Stages refers to providing information or updating information regarding the stages of the 2020 Pilkada. Coordination focuses on coordination activities in the implementation of the 2020 Pilkada. Attract to Participation refers to the use of social media to invite people to exercise their voting rights.

Analyzing the relationship between content, attract participation, and information on the pilkada stage has the most significant gain with 0.616658 points. In this case, it could be understood that the content related to information on the pilkada stages has a close resemblance and relationship with inviting participation in the 2020 Pilkada. In this analysis we can see that social media content relation dominating is the content attract to participate with the information on pilkada stages, its shows that the content in social media have the relations with another content on social media with the same goals, narration and using hashtags [38].

This analysis shows that the content relation in this case of social media content of KPU Bantul's twitter account is appear but not strong enough, its shows with the lower limit is 0 point and upper limit is 1 point in cluster analysis Nvivo 12Plus, with the highest results is relationship between content, attract participation, and information on
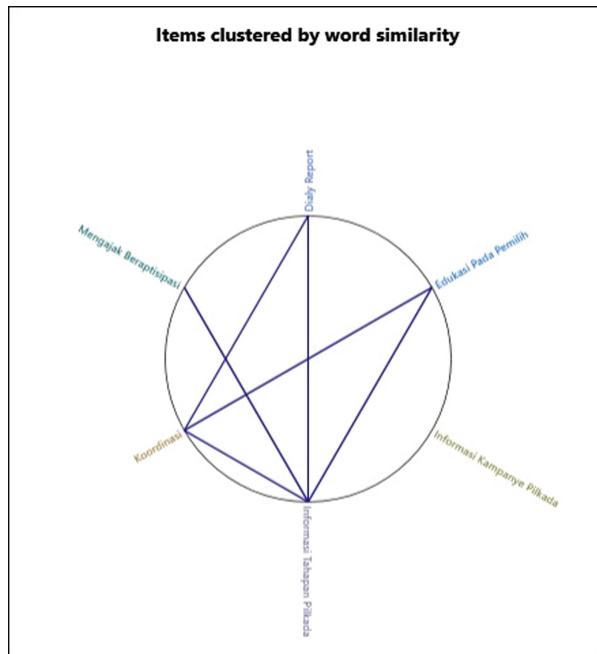
Fig. 6. Cluster Analysis Social Media Content of KPU Bantul

the pilkada stage has the most significant gain with 0.616658 points. It means that social media content relation is appear but not strong enough, some content relation even is not appear with the result is 0 point such as content of Coordination with Campaign Information.

From the Analysis of relation of the dominant themes on the KPU Bantul's Twitter account and Analysis of relations of content on the Bantul KPU Twitter social media account, we can see that:

1. The relation between political parties and candidates is better than voters. It is clear that the KPU Bantul's Twitter account regarding political party and candidate topics are closely related. This research demonstrates that the theme relationship is possible in Nvivo 12Plus, but not strong enough because of the lower limit is 0 point.
2. The association between content, attract participation, and information on the pilkada stage has the highest findings with 0.616658 points in cluster analysis Nvivo 12Plus. In other words, the social media content relation is weak, and in other cases, it is absent, like in the case of Campaign Information.

3.4 Analysis of Activity of KPU BANTUL's Twitter Account

This analysis defines into three analyses: First, an activity analysis review on the execution of the 2020 Bantul Pilkada with a quarterly system. Second, analysis of Post Types on the Bantul KPU Twitter. Third, analysis of the place of postings on the Bantul KPU Twitter posts.

Table 5. Cluster Analysis Social Media Content of KPU Bantul

Code A	Code B	Pearson correlation coefficient
Attract to Participate	Information on Pilkada Stages	0,616658
Information on Pilkada Stages	Political Education	0,593541
Coordination	Political Education	0,576481
Coordination	Information on Pilkada Stages	0,562194
Coordination	Dialy Report	0,523116
Information on Pilkada Stages	Dialy Report	0,492838
Attract to Participate	Political Education	0,38102
Attract to Participate	Coordination	0,337102
Political Education	Dialy Report	0,302663
Attract to Participate	Dialy Report	0,214836
Campaign Information	Dialy Report	0
Campaign Information	Political Education	0
Information on Pilkada Stages	Campaign Information	0
Coordination	Campaign Information	0
Attract to Participate	Campaign Information	0
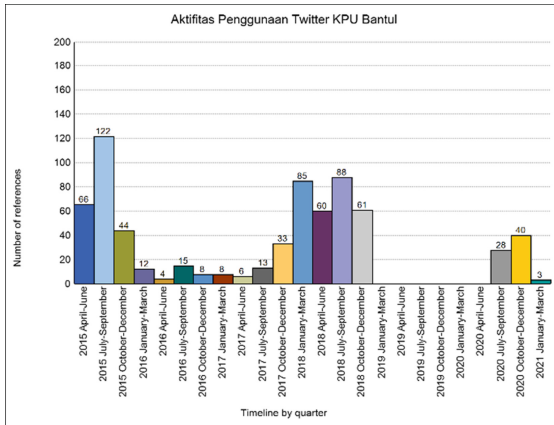
Fig. 7. KPU Bantul Twitter Account Activity

Activity analysis review on implementing the 2020 Pilkada with a quarterly system

In this analysis, this research wants to see how active the KPU Bantul's Twitter account is in posting any tweets. This analysis looks at the activity with the existing chart analysis on the Nvivo 12Plus. The analysis is shown in Fig. 7.

The Bantul Pilkada was held on December 9th 2020. The figure shows that during the period of July 2020 to January−March 2021 there were total 71 posts concerning
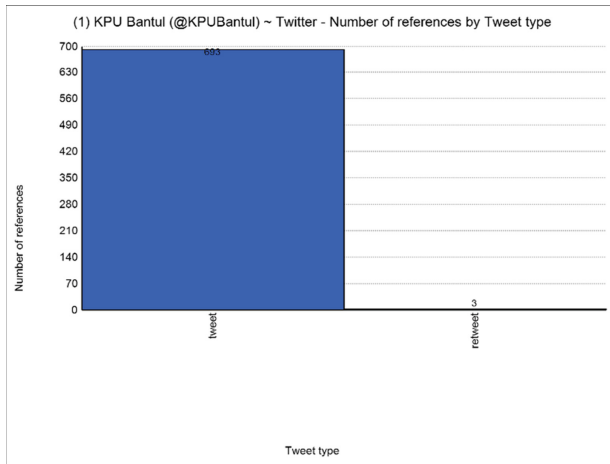
Fig. 8. Analysis of Post Types on the Bantul KPU Twitter

the Bantul Pilkada. These tweets were different from July to September 2015, which had 122 posts or tweets. The explanation is that in 2020 Indonesia had impacted by Covid-19 Pandemic, and most of the source on governmental sector stretching from budget, time and priority of information were allocated to Covid-19 responses [39-41]. This is the reason of why the twitter account of KPU Bantul was not so active to deliver any information regarding Bantul Pilkada.

In this case we can see that social media of KPU Bantul is not so active rather than on 2019 in giving the information about Pilkada in Bantul. It was caused by the impact of Covid-19 pandemic that had given major impact to the government to shift their focus to prioritize on Covid-19 Respond aspect. The information concerning Pilkada in Bantul when the Pandemic situation was not considered as urgent, meanwhile information about Covid-19 Respond more become essential rather than the local election [42-44].

Analysis of Post Types on the KPU BANtul's Twitter

This analysis tries to see the distribution of posts on the KPU Bantul's Twitter account. This analysis looks at posts with chart analysis on the Nvivo 12Plus. The result of the analysis is shown in Fig. 8.

This analysis shows that the type of posts on Twitter is Retweet and Tweet. This shows that the Tweet is dominated with 693 Tweets, contrast with the post type of Retweet with 3 Retweet. From this point it could be concluded that the KPU Bantul's Twitter Account produced its own content whereas the minority of its tweets referred to another account. It proved that there was an originality of content on KPU Bantul's Twitter.

Analysis of the place of postings on the Bantul KPU Twitter posts

This analysis tries to see the distribution of posts by region in the KPU Bantul's Twitter account. The analysis looks at the distribution of posts with map analysis on the Nvivo 12Plus. The analysis is shown in Fig. 9.

The analysis shows that among all of the 693 Tweets made since the KPU account was formed until now, all of them have been developed in the Special Region of Yogyakarta,

Fig. 9. Analysis of the place of postings on the Bantul KPU Twitter posts

more precisely in the Bantul Regency area. This is a proof that what is being created in postings was indeed in the Bantul area or the Special Region of Yogyakarta.

From this point it could be concluded that the KPU Bantul's posted all the tweets on the Bantul area or the Special Region of Yogyakarta that shows that KPU Bantul provided information to its coverage territory and to the society of Bantul regency.

Reflecting from the analysis above, there are at least four substantial findings of these research as follow:

1. The dominance of the themes in the KPU Bantul's Twitter account is still focused on candidates and has not looked at voter segmentation yet, especially beginner voter education. In the content dichotomy, it also tends only to provide information related to the 2020 Pilkada stages and ignores any information related to the voter education sector. From this case we can see that social media content in case of 2020 Bantul pilkada tends to provide any information about the Pilkada Bantul 2020 Stages, Coordination, and to invite the society to participate, therefore the transfer information about political knowledge is not optimal.
2. This analysis we can see that social media twitter in this case used to spread the narration that related with institustion of KPU and the territories in this case is Bantul Region. But another narration still appear with specific oriented on the steps of Local Election in Bantul 2020 reference with the words alike: Verification, Meeting, and Socialization. Its mean that social media in case of the narrative more concern to inform the steps rather than concern on the political knowledge on the beginner and young voters.
3. The relation of between political parties and candidates is better than voters. It is clear that the KPU Bantul Twitter account's political party and candidate topics are closely related. This research demonstrates that the theme relationship is possible in Nvivo 12Plus, but not strong enough because of the lower limit 0 point. The association between content, attract participation, and information on the pilkada stage has the highest findings with 0.616658 points in cluster analysis Nvivo 12Plus. In other words, the social media content relation is weak, and in other cases, it is absent, like in the case of Campaign Information.
4. The social media of KPU Bantul is not so active rather than on 2019 to giving the information about local election in Bantul. Its caused the Pandemic Covid-19 that

giving large impact to the government focused to prioritise on Covid-19 Respond aspect. KPU Bantul Account Twitter Produce the own content and the minority reference to another account. Its prove the originality content on social media Twitter, and KPU Bantul post all the tweets on the the Bantul area or the Special Region of Yogyakarta, its shows that KPU Bantul giving information into local territory Bantul and to the society in Bantul.

4   Conclusion

This study concludes that: First, the dominant themes in the KPU Bantul's Twitter account is still focused on candidates and has not looked at voter segmentation, especially in case of beginner voter education. In the content dichotomy, it also tends only to provide information related to the 2020 Pilkada stages. Second, twitter as a social media used to spread the narration that related with institution of KPU Bantul and its territories, the Bantul Regency. Third, the theme relationship is possible in Nvivo 12Plus, but not strong enough because of the lower limit 0 point, and social media content relation is weak. In the other cases, it was absent, such as in the case of Campaign Information. Fourth, social media of KPU Bantul is not so active rather than on 2019 to giving the information about local election in Bantul. It was caused by the Pandemic Covid-19 that have given large impacts to the government focused to prioritize on Covid-19 respond aspect. This research also has some limitations; this research is concerned with how social media can increase participation without knowing the issue of the campaign. The recommendation that could be drawn by this research is exploring the issue of campaign in pilkada. This research implicates that Social Media as a platform to spread information during the electoral phases by using Content and Narration, whereas the previous researches only explored the function of social media as a tool on a candidate's campaign.

Authors' Contributions
Tunjung Sulaksono as leader of this research have duties and authority to coordinate the researchers, preparation of reports and supervising the publication output. Bambang Eka Cahya Widodo as member in this research have duties and authority to give he advise about the content of the research. Wais Alqarni as the member of researcher have a duty to support the research with contemporary references. Arissy Jorgi Sutan as researcher assistant in this research have main responsibility to support technical matter as well as providing NVivo 12 plus to analyse the data.

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