Digital Issues Against the Image of the National Police Ahead of the 2024 Indonesian Election

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Abstract. TThe National Police of the Republic of Indonesia (Polri) is one of the state institutions vulnerable to security and partisanship issues, especially before the 2024 elections. This issue is increasingly complex with the rise of post-truth phenomena, filter bubbles, and public mood in the digital world. This research aims to analyze the influence of post-truth, filter bubbles, and public mood on the Polri brand image. This research uses a quantitative method with an online questionnaire instrument distributed to 350 respondents across DKI Jakarta. Post-truth has a significant influence both directly and indirectly (through the public atmosphere) on brand image, as well as significantly influencing the filter bubble and public atmosphere. Filter Bubble does not significantly influence brand image but shows indications of influencing the public atmosphere. Public Mood plays an important role as a mediator in influencing brand image, both directly and as an indirect route from post-truth. These findings show that false or misleading information (post-truth) has a broad and significant impact on the brand image and through changes in the public atmosphere. The public atmosphere is an important factor influencing people's views of brands.

Keywords: post-truth, filter bubble, public mood, perception, brand image, police.

1   Introduction

In 2024, Indonesia will hold general elections starting from the election of the President, DPD, DPR RI, Provincial DPRD to Regency or City DPRD, following General Election Commission Regulation (PKPU) Number 19 of 2023 concerning Nomination of Participants in the General Election for President and Vice President for the General Election 2024. After going through the registration and verification process for presidential and vicepresidential candidates on the date, digital issues in cyberspace are currently very worrying; advances in technology and freedom of expression have become opportunities for people to convey their expressions and complaints, and it is even more worrisome because many people are not wise in using them. The influence of post-truth is what the era of lies can disguise itself as. Facts are no longer considered absolute guides in public discussion. In contrast, emotions, beliefs, and narratives are often more

influential in public opinion. News, information, and online discussions on social media networks are frequently used to disseminate false information.

The sophistication of media applications continues to be developed, especially the algorithms in each application. How social media and search engine algorithms tend to filter information based on user's data, such as previous browsing history and preferences. This can lead to isolating information, reinforcing existing views, and reducing the diversity of perspectives [1]. As a result of the continuous emergence and tendency of information to be presented according to our desires, without realizing it, it can reject other details.

As a result of continuously consuming information, a person's mood will be disturbed, and when each person experiences the same thing, the collective will become a public mood. A combination of collective emotions, attitudes, and feelings that can change over time [2]. This concept helps us understand how society responds to political events and how general feelings can influence support for political policies and leaders. So all of this builds public perception, how individuals interpret, organize, and respond to sensory information from their environment [3], and how humans process the information they receive from the environment.

Lots of it is post-truth, filter bubble, and public mood, of course, resulting in an image being built. Coupled with the facts from cases that occurred, such as the shooting of the Propam Division Head's aide, Ferdy Sambo, the arrest of East Java Regional Police Chief Teddy Minahasa, it strengthens that public opinion continues to grow towards the National Police, influenced by these factors which can have a negative impact on the image of the National Police, this can be seen from Public criticism such as the viral #PercumaPoliceReport incident involving accusations of putting up billboards [5]. The Indonesian Solidarity Party (PSI) shortly after electing Kaesang Pangarep as general chairman of PSI [4], as well as the perceived non-neutrality of state officials [6] including the police who are considered by most of the public to not be neutral in the 2024 elections.

The public's growing suspicion of the police ahead of the election has created a perception in society that the neutrality of the police [7] is increasingly being questioned. [8] Explains that public perception of a product, service, or brand is influenced by various perspectives, namely the consumer perspective, the marketer's perspective, and the perspective of society in general. [9] public perception of a product, service, or brand can change. Various factors, such as technological, economic, and social changes, can influence changes in public perception. Likewise, the public's perception of the National Police [10] is that social interactions influence the public's perception of a product, service, or brand. Social interaction can be communication between individuals, group influence, or mass media influence. Experiences from the services provided by the National Police, both electronically and in person, also help build perceptions in the community [11].

The strong flow of digital information whose veracity is uncertain will ultimately still have an impact on the brand image of the National Police, where the National Police has a role in serving the community directly; thus, [12] emphasizes the importance of building a strong emotional connection between brands and consumers. Brand resonance has four dimensions: relevance, credibility, intimacy, and differentiation. Brands

that successfully create resonance with consumers will achieve high loyalty and resistance to competition and trust. The National Police needs to take steps to maintain superior services, steps to improve services that need to be improved, and steps to revitalize services that need improvement. [13].

In this journal, we will explore the relationship between the variables Post Truth, Filter Bubble, Public Mood, and Brand Image, which Public Perception moderates.

The purpose of this writing is to find out how the image of the National Police is built due to post-truth, filter bubbles, and public mood directly and through public perception.

2   Methods

This research uses a quantitative method to collect information from a sample of people through answers to questions. The data collection period starts from September 2023 to December 2023; the research location is in the Special Region of DKI Jakarta. The method used is non-probability sampling, with certain criteria (Purposive Sampling), namely residents with a DKI Jakarta KTP and a minimum age of 17. This research uses the Slovin formula (Cochran, 1977) because it is considered safe for extensive data. n = 907.16 / (1 + 907.16 * 0.10 / 8,252,897) n ≈ 385, Using the Slovin formula and a margin of error of 10%, the number of samples that can be obtained from a population of 8,252,897 is 385. The questionnaire consists of 31 statements with a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data was collected from a large sample and analyzed using SPSS and SmartPLS. Reviewing the data set and examining indicator loadings ensures the data meets measurement model specifications. Confirmatory Factor Analysis (CFA) was performed to validate the measurement model, and Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to evaluate the proposed model. The PLS-SEM method was chosen because it handles large samples and complex models effectively.

3   Results and Discussion

The demographics of respondents consisted of people who had DKI Jakarta KTPs, ranging in age from 17 years and over, not taking into account male and female gender and their profession. Assessment and Measurement The path analysis model suggests that measurement items with factor loadings below 0.70 should be eliminated for indicators that have factor loadings below 0.70 so that this measurement model is valid. Bubble Filter affects Post Truth significantly with a coefficient of 0.694. Post Truth influences Public Mood and Brand Image with coefficients of 0.434 and 0.279, respectively. The Bubble filter also has a direct influence on Brand Image with a coefficient of 0.193, although it is smaller than the influence of post-truth on Brand Image. Public Mood significantly influences Brand Image, with a coefficient of 0.426.

This model shows how Filter Bubbles and post-truth influence Public Mood and Brand Image. The R² value shows how much variability in the latent variable is explained by

the model. For example, 56.3% of the variability in Brand Image is explained by other latent variables in this model.

Evaluation of the measurement model is the first step in testing the reliability and validity of measurement variables, which becomes the basis for subsequent structural analysis. Empirical findings indicate that CA and CR coefficients should consistently exceed 0.70 to demonstrate good and reliable instruments. Table 1 shows that all CA coefficients are above 0.70, indicating a strong relationship between the responses. The convergent validity test was carried out by calculating the average variance explained (AVE) for each construct across all items. The results show that all AVE values exceed the minimum acceptable threshold of 0.50, confirming convergence.

Table 1. Factor Loading

	Brand Image	Filter Bubble	Post Truth	Public Mood
BI1	0.838			
BI2	0.888			
BI3	0.818			
BI4	0.712			
BI5	0.897			
BI6	0.771			
FB3		0.727		
FB5		0.826		
FB6		0.897		
FB7		0.833		
PM1				0.845
PM2				0.908
PM4				0.775
PM6				0.862
PT3			0.733	
PT7			0.812	
PT8			0.756	
PT9			0.852	
PT1			0.761	

Source: Author's work

A high factor loading indicates that the indicator strongly relates to the latent variable. All indicators for Brand Image have loading factors above 0.7, indicating a strong relationship and good validity. Table 1 shows that all indicators have significant loading factors on the measured latent variables, with values above 0.7. This indicates that each indicator strongly reflects its respective latent variable, so this measurement model is

valid. A high loading factor means the determined latent variable can be explained well by the existing indicators.

Based on the test results by looking at the direct effect, it was found that some of the relationships between variables were significant while others were not significant. Post-truth had a significant effect on filter bubbles, public mood, and brand image. Public mood also had a significant effect on brand image. However, the filter bubble did not have a significant effect on brand image and only approached significance on public mood because its value was above 0.05. Meanwhile, based on the indirect effect, the results showed that most of the indirect effects between variables were not significant, except for the indirect effect of post-truth through public mood on brand image which was significant. This shows that public mood plays an important role as a mediator in the relationship between post-truth and brand image.

4   Conclusion

Post-truth has a significant influence both directly and indirectly (through the public atmosphere) on brand image, as well as significantly influencing the filter bubble and public atmosphere. Filter Bubble does not significantly influence brand image but shows indications of influencing the public atmosphere. Public Mood plays an important role as a mediator in influencing brand image, both directly and as an indirect route from post-truth.

These findings indicate that in the context of this research, false or misleading information (post-truth) has a broad and significant impact, not only directly on the brand image but also through changes in the public atmosphere. Although not directly significant to brand image, filter bubbles demonstrate potential impact through the public atmosphere. The public atmosphere is an important factor influencing people's views of brands.

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