

The Role of Public Relations of the Lembata Regency General Election Commission in Increasing Community Participation in the 2024 Election

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ABSTRACT

Public relations plays the role of providing information so that it can be well received and understood by the public, this is useful for avoiding misunderstandings in reviewing information. In organizations and government institutions, conveying appropriate information to the public always has a positive impact both on the institution and the public interest. The focus of the research lies in the communication implemented by Lembata Regency KPU public relations in carrying out its role in building awareness, providing clear information, and stimulating active community involvement. The data collection technique in this research used semi-structured interviews using purposive sampling techniques. The data collection method is primary data obtained directly from research objects and subjects by conducting interviews with the Lembata Regency KPU, also using secondary data obtained from the required Lembata Regency KPU documents. The research results show that Lembata Regency KPU Public Relations has an important role by carrying out communication strategies in conveying information related to the Election. Communication strategies involve the use of mass media, social media, and outreach activities to reach target audiences in an effective way. Through an in-depth understanding of the role of Lembata Regency KPU Public Relations, this research is expected to provide useful insights for development in carrying out its role as public relations and have an impact on increasing community participation in each election.

Keywords: *Role of Public Relations, Community Participation, KPU*

INTRODUCTION

Public relations (public relations) has an important role in carrying out communication activities both for the institution and the environment around the institution, namely the public, to achieve certain goals. Increasingly strong cultural, economic and professional globalization has reintroduced the concept of the role of public relations to understand more about public relations practices in various regions (Ngondo & Klyueva, 2020). Public relations plays a role in providing information precisely and accurately so that it can be well received and understood by the public. This is also useful for avoiding misunderstandings when reviewing information. In organizations and government institutions, conveying appropriate information using systems theory to the public always has a positive impact on both the institution and the public interest. According to Dozier,

the systems theory perspective in public relations argues that an organization is something that is limited by its external environment, so that one of the main tasks of public relations is to reach these boundaries to enable information to circulate from the organization to the environment and from the environment to the organization (Ngondo & Klyueva, 2020).

Experts determine that public relations professionals play a very integral role in the growth and success of public relations, one of which is the dissemination of mass information (Aljumah et al., 2023). Public relations must carry out various kinds of communication activities to the public using public relations media as a means of conveying information, as well as other media that can help public relations work in accordance with its public targets. The position of public relations in an institution is an indication that the role of public relations is able to include social aspects, public interests, present something to the public as a provider of information through various media, and can build a positive image or outlook in society, the basic role of public relations in government is to help convey the objectives of government programs, increase responsiveness, and provide the public with sufficient information (Purwo & Puspasari, 2020).

One of the government institutions that is active in carrying out its public relations role is the General Election Commission (KPU) as the institution that organizes general elections (elections) in order to increase public awareness and participation in taking part in elections taking place in Indonesia. As a state institution mandated by the 1945 Constitution to organize elections, the KPU is a public organization that carries out the function of organizing elections at both the central and regional levels and is given a national identity, namely permanent and independent. Therefore, the Law mandates the KPU to carry out its duties based on the principles of direct, general, free, confidential, honest and fair (Fadilla & Nurussa'adah, 2022).

Elections are an opportunity for the community to determine the future, so the decision to determine a leader is very important to involve the community in voting and aspiration through election participation. Large voter participation is a determining factor in the quality of leadership. If people miss the opportunity to vote, then society also

misses the opportunity to elect leaders who have integrity, vision and commitment to bringing about change. Therefore, increasing community participation in taking part in election activities is one of the factors in the existence of knowledge dissemination activities regarding these activities so that real participation practices emerge to participate and be actively involved in activities in the surrounding environment (Marent et al., 2023).

In Indonesia, elections have experienced many developments from the New Order era to the present through a democratic government, namely that all decisions are based on the aspirations of the people so that all the regulations that operate in Indonesia will continue to benefit and protect the rights of its people. As an implementing agency, the KPU has an important function to increase public participation in the general election process which is only held once every five years. Political participation can be defined as the actions of individuals or groups who are actively involved in political activities, including taking part in general elections. A high level of participation shows that the community is involved, understands and participates in the country's political process (Ardiani et al., 2019). One indicator of the KPU's success in holding elections is high voter participation in general elections. An issue often faced by general election organizers, especially the KPU, is the level of public participation in the election process. This is an important concern because public participation has a direct impact on the legal legitimacy obtained from election results (Basri, 2021).

KPU public relations acts as a communication bridge between the KPU and the Indonesian people, so that there are several roles of KPU public relations which are useful in increasing public participation, including, providing public information related to elections, holding outreach campaigns to increase public understanding, disseminating material to voters via print media, and collaborating with external parties such as the wider community, mass media, and educational institutions. Furthermore, KPU public relations can also take advantage of various technologies and communications that are currently developing rapidly, such as opening up space for public discussion and dialogue in responding to questions and concerns from the wider community. The KPU also understands the importance of political campaigns to increase participation, especially

considering the potential for abuse by politicians or political parties against first-time voters. This is very relevant considering that first-time voters are a significant voter segment in Indonesia, reaching around 52% of the total number of voters in Indonesia (<https://www.kpu.go.id/>).

Therefore, the government, in this case the KPU of Lembata Regency, East Nusa Tenggara (NTT) province, is also taking part in efforts so that in the 2024 election voter participation can increase. This is also supported by data that public participation in taking part in the last election in 2019 was still not optimal, with data obtained from the number of permanent voters (DPT) in 2019, namely 82,312 with details that male voters numbered 37,150 and female voters numbered 45,162. Meanwhile, the total number of voters or those participating in the 2019 election was 65,086 or around 79% of the total permanent voters (DPT) (<https://kab-lembata.kpu.go.id>). Therefore, in response to the number of voters not being optimal, the Lembata Regency KPU public relations is trying to minimize the occurrence of abstentions or voters not using their right to vote by acting as a liaison in carrying out communication activities both directly and indirectly in order to increase community participation in exercising their rights choose.

This research aims to determine the role of Lembata Regency KPU Public Relations in increasing community participation in the 2024 Election. A number of previous studies examined the role of Public Relations and community participation including a study conducted by Purwo and Puspasari (2020), which reviewed the role of Public Relations in increasing the positive image of BPSDM Java Province East. In this study, the role of Public Relations in BPSDM is measured through several aspects, namely first, as an expert advisor, that BPSDM public relations is responsible for receiving input and criticism from participants, as well as determining strategies for solving them if there are many problems. Second, as a facilitator of transparent communication to the public and within the company without hiding information that is deemed not confidential. Third, as a facilitator of problem solving, namely the role of public relations is important in providing solutions to community conflicts and fourth, as a communications technician, namely public relations plays the role of journalist in news publications on the organization's website, namely bpsdm.jatimprov.go.id (Purwo & Puspasari, 2020).

Furthermore, there is previous research by Prisca and Anna (2020) which also discusses the role of public relations in Zimbabwe from the perspective of systems theory which is influenced by local culture by exploring views on public relations and the types of public relations roles that are usually carried out based on three levels, namely the role of public relations as an expert advisor in organizational level, the role of managers in this case as communication facilitators and problem solvers at the functional level, and the role as communication technicians at the implementation level where this research examines in detail the structure of the role of public relations which varies between countries and cultures, one of which is Zimbabwe (Ngondo & Klyueva, 2020).

LITERATURE REVIEW & THEORY

The role of KPU public relations

In carrying out the role of public relations, there are four organizational perspective theories in communication, namely classical management, the human relations, the human resources, and the systems perspective, which have a major impact on organizational practices and provide information to us to this day (Ngondo & Klyueva, 2020). The theory used in this research is systems theory which views an organization or company as an open system that interacts with its environment. In the context of public relations this theory emphasizes the importance of understanding and managing relationships with the external public as a system (Ardiani et al., 2019). Understanding is about how information, communication and feedback can play a role in maintaining a balance in good relations between an organization and its public.

According to systems theory, organizations are not isolated entities from the outside world or surrounding environment, but rather organizations are in an increasingly volatile environment providing input to the organization and receiving input in the form of products, services, and encouragement in the form of participation (Fadilla & Nurussa'adah, 2022). In other words, the organization, in this case the General Election Commission (KPU), makes a social system more than just the fields within it, one of which is the KPU's public relations which has the role of helping the organization in reaching the wider community to convey information or certain goals. Based on the four roles of public

relations according to Dozier and Broom, namely, as an expert advisor, communication facilitator, problem solving process facilitator, and as a communications technician.

Related studies regarding the role of public relations show that the involvement of public relations in an organization in aspects of communication, technology and social challenges can help in overcoming internal and external problems (Anderson, 2023). Several other studies also show that the role of public relations can have a positive influence on community involvement through information conveyed with more effective communication patterns, including in handling organizational crises, maintaining image and reputation, and monitoring public opinion (Lee & Kim, 2020). Therefore, the General Election Commission (KPU) has an important role in maintaining and increasing public participation in the democratic process, especially the implementation of elections (Basri, 2021). KPU Public Relations acts as a communication bridge between the KPU and the community, including providing public information related to elections, holding outreach campaigns to increase public understanding of the importance of voting rights, disseminating voter education materials through various media, as well as holding discussions and dialogue between KPU Public Relations and the local public (Pratiwi Kasim et al., 2023).

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Community participation in elections

Community participation refers to the level of mental and emotional involvement of individuals in a group that encourages them to work together to achieve the group's goals, such as in the context of participation in the General Election scheduled for 2024 by the KPU. The development of concepts and basic assumptions regarding public participation covers various aspects, including from a political perspective where participation is considered as a political right inherent in citizens to play an active role in casting their votes in electing their representatives in government institutions (Marent et al., 2023). Taking direct part in the decision-making process, namely regarding public policy in official institutions, can help increase public trust in government administrators and institutions, including the KPU, because the potential for democratization and

decentralization in this situation for government institutions is still relatively low (Larrosa-Fuentes, 2023).

According to Cohen and Uphoff, participation is classified into four types, namely first, participation in decision making, which is related to the process of determining people's choices regarding various alternatives to reach agreement, as is done by the KPU in an effort to convince people to take part in the election by choosing one of the leadership candidates. as deemed appropriate. Second, participation in implementation includes a role in planning, implementing activities, and achieving the KPU's objectives in preparing everything necessary for holding safe elections. Third, namely participation in taking benefits for the KPU and the community, so that no party is harmed. Fourth is participation in evaluation, namely the KPU makes various efforts to increase public participation in elections and then evaluates the results (Safitri et al., 2022).

This research aims to describe the role of Lembata Regency KPU public relations in an effort to increase public participation in participating in the elections in 2024. Based on the indicators of the role of Lembata Regency KPU public relations and public participation in the general election used in this research, it will be used as a benchmark in measuring success KPU public relations increases community participation in Lembata Regency. So that it becomes input for KPU public relations to carry out its role regarding public participation in elections and can improve the delivery of information through various communication channels.

METHODOLOGY

This research applies a qualitative approach to investigate the phenomenon in depth. The results of this research are then described in detail based on the data collected. The data collection method used was semi-structured interviews using purposive sampling techniques, which focused on selecting samples according to predetermined criteria based on the phenomena in the research. The specified criteria include members of the Lembata Regency KPU's public relations division as well as individuals who occupy higher structural positions than the public relations division. The object of this research is the Lembata Regency General Election Commission (KPU), with research subjects including

members of the Lembata Regency KPU public relations division and the Lembata Regency KPU Secretary.

The data collection method in this research involves the use of primary data and secondary data. Primary data was obtained directly from research objects and subjects by conducting interviews with related parties from the Lembata Regency KPU. Meanwhile, secondary data was obtained from documents and files provided by the Lembata Regency KPU, as well as from previous research literature studies which included scientific articles and other written sources relevant to the research topic regarding the role of public relations in increasing public voting participation.

The data analysis technique for this research uses the Miles and Huberman model which includes data collection, data presentation, and drawing conclusions or verification (conclusions). To ensure the validity of the data, triangulation of data sources was carried out using comparison, adjustment and analysis techniques on data obtained from various sources at the Lembata Regency KPU, including documents, archives and the results of interviews with various parties. Data triangulation is a method of collecting data that combines information from several sources. The purpose of triangulation is not to confirm the truth about a phenomenon, but rather to increase the researcher's understanding of the findings that have been obtained.

RESULTS AND DISCUSSION

In preparing for the 2024 election, Lembata Regency KPU public relations carried out strategies and roles in an effort to increase participation in choosing the public to be actively involved in the 2024 election. Increasing participation is the main goal of creating a more democratic and representative election process, so that in all political activity processes it is hoped that there will be transparency, openness and active involvement of the community and various parties so that the strategy and role of public relations can be successful.

Role Public relations strategists are carried out at the internal and external levels by dividing them into four types, namely expert advisors, communication facilitators, problem solving process facilitators, and as communication technicians (Fadilla &

Nurussa'adah, 2022). Dozier (1983) tested these roles empirically and observed a strong relationship between three of the four roles: expert advisor, communication facilitator, and problem solving process facilitator are managerial tasks in an organization or government, while the fourth role is technician. Communication has a special role in that public relations plays an active role as a technician for the organization, both for the community and external parties (Brühl & Falkheimer, 2023).

Expert Prescriber

The role of public relations as an expert advisor at the internal and external levels is to be responsible for analyzing problems that occur such as being involved in research, listening to social opinions from the community, and making decisions to understand the external and internal environment and determining the solutions that the organization will take in communicating with the community. This role is related to the function of receiving input from Lembata Regency KPU public relations practitioners as a determinant in developing communication strategies based on problems that occur, so that they can use them to identify the strategic interests of the organization, detect and anticipate changes that occur, and can identify issues that influence attitudes and opinions. public towards the organization (Volk et al., 2023).

As a public relations expert advisor, the Lembata Regency KPU accommodates and accepts various suggestions and criticism from the public, which indicates that a public communications professional must have extensive competence and experience to help find solutions in dealing with problems that arise in relations with the public. This is proven by the results of an interview with the Secretary of the Lembata Regency KPU, Mr. Konradus Liwu, that one way to deal with problems with the wider community is by making news or releases and uploading them via the PPID (Information and Documentation Management Officer) media page which is a special online media for public services. Apart from that, through triangulation of sources carried out through interviews, according to Mr. Eduard Ola Bebe Gorantokan as Head of the Technical Sub-Section for Election Implementation, Participation and Public Relations of the Lembata Regency KPU, the media has a special account which is used by the Lembata KPU to

explain the problems that occur, such as voting booths that are far from where people live or other questions by providing answers and solutions.

According to him, if it concerns the location of TPS (voting places) and voting booths far from residential areas, it will be explained that in principle the KPU brings voting rights services closer to an RT/RW basis, so that the number of TPS in each village/sub-district depends on the limit on the number of voters at each TPS. This is what causes one or two hamlets to join the surrounding TPS. The KPU's communication function with its relationship with the public is carried out professionally, ethically and socially responsibly considering their ability to construct social reality. Therefore, the role of a transfer advisor is largely centered on intelligence and the ability to find solutions to solve a problem (Volk et al., 2023).

Communication Facilitator

The role of public relations as a communication facilitator is to function as liaisons (liaisons), interpreters (interpreters), and mediators (mediators) between the organization and the public, apart from that it can maintain two-way communication and interpret the exchange of messages conveyed both with internal parties, namely structural officials, stakeholders, employees as well as with external parties such as involving journalists or holding outreach activities with the community and village heads (Fadilla & Nurussa'adah, 2022).

In general, roles can be understood to include values, norms, activities, knowledge and attitudes associated with a position in a social or organizational context. This is related to the implicit or explicit expectations ascribed to internal and external groups in certain roles, thus shaping everyday interactions. Holders of this position can internalize these external expectations as part of their self-concept, thereby influencing their role behavior (Brühl & Falkheimer, 2023).

Therefore, based on the results of the interview, the Lembata Regency KPU public relations team, in carrying out its role as a communication facilitator to increase public participation in elections every five years, public relations carries out meetings with the divisions and accompanies the leadership in every coordination meeting with several

related agencies. Apart from that, we also collaborate with external media such as journalists to upload news ahead of the election so that the information conveyed can be known by the wider public (Marent et al., 2023).

Several studies have also discussed that an effective communication strategy implemented by a public communications professional is two-way communication, because this allows for interaction between public relations and the public which will have an impact on active communication between the two. Thus, this will contribute to increasing public understanding of the institution concerned, and will encourage the formation of mutual understanding between all parties related to the institution.

Problem Solving Facilitator

Facilitator of problem solving in public relations functions as a communication process from public relations that is carried out professionally, ethically and socially responsible because of its ability to build social reality, and create and share information clearly with the public. In fact, although its application to communication management creates good things from problem solving for internal and external problems, because it has a direct impact on the organization as a facilitator (Santa Soriano & Torres Valdés, 2021).

Based on the results of the interview, Lembata Regency KPU public relations has carried out its role well. This includes collaboration between all KPU staff members and management to overcome challenges, especially in dealing with difficult to control public opinion related to the Lembata Regency KPU. Apart from that, the public relations team is also collaborating with the Socialization division by holding outreach activities to increase voter knowledge and public participation in taking part in the entire series of the upcoming 2024 elections.

Some of these things, the role of public relations is considered as an intermediary between the KPU and the public to reduce misunderstandings regarding the news that is being spread. The professional attitude possessed by a public communications practitioner in an organization can influence individual perceptions. This is because the role of public relations in an organization can be to create a positive image in society

through various activities, including conveying information, finding solutions to solve problems, and designing strategies to maintain public trust (Purwo & Puspasari, 2020).

Communications Technician

Different from the previously mentioned role of public relations which focuses on organizational management, the role of public relations as a communication technician emphasizes its role as an internal journalist who provides technical communication services to the public. Technically, public relations is tasked with compiling and providing various communications and communication media that suit the needs and problems that arise within an organization (Moreno et al., 2023).

Every role and responsibility of public relations is to organize publications or disseminate information through various media regarding the activities of institutions or institutions that need to be known by the public. In this activity, the task of Public Relations includes creating news to get coverage through collaboration with various parties and the media, with the aim of improving the image of the institution or institutions it represents (Marent et al., 2023).



Source: Lembata Regency KPU account

Based on the results of an interview with the KPU, Mr. Eduard Ola Gorantokan, to invite public participation, Lembata KPU public relations used several media such as

social media, PPID accounts, print media (Pos Kupang General Daily, Flores Pos, Asas, Victori News), electronic mass media (TVRI, Metro TV, RRI, Tribun News, Pos Kupang Online, Flores Pos Online, Victori News Online, NTT Net Online), socialization props (billboards, banners, brochures, leaflets, pamphlets, posters), as well as holding forums with the public directly or through virtual media. Some examples are as follows:

CONCLUSION

The role of Lembata Regency KPU public relations is not only limited to conveying information but also involves education, responsiveness and active efforts to increase community participation. With an effective communication strategy, KPU public relations has great potential to create awareness, build trust, and stimulate community involvement in every election process, especially the 2024 General Election. In the context of the democratic process, the role of public relations of the Lembata Regency General Election Commission (KPU) is important based on the role analysis carried out by KPU public relations, namely as an expert advisor, Lembata Regency KPU public relations has the responsibility of receiving input and criticism from the public as well as resolution strategies when problems occur.

Furthermore, his role is as a public relations communication facilitator by conveying information or objectives transparently to the public and internal parties of the organization, without hiding information that is not confidential. The next role is as a public relations facilitator in the conflict resolution process in society, where public relations has a significant role in offering solutions to any conflicts that arise. Finally, public relations carries out a technical role as a journalist who writes news through various available media, with the aim of increasing public participation. With a deep understanding of the role of Lembata Regency KPU Public Relations, this research is expected to provide valuable insight for the development of more effective communication strategies, which in turn will increase public participation in each election.

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