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RESEARCH ARTICLE

The Echo Chamber Phenomenon on Instagram Social Media in the Case of the Revision of the 2024 PILKADA Law

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ARTICLE INFO	ABSTRACT
  *Corresponding Author: amin.aminudin@budiluhur.ac.id	Social media plays a crucial role in mobilizing support and disseminating political messages. However, the use of social media also presents new challenges, such as the echo chamber phenomenon, which can amplify polarization and reduce openness to differing perspectives. This research aims to analyze the echo chamber phenomenon on Instagram in relation to the discourse surrounding the revision of the 2024 Pilkada Law. The study explores how polarization and opinion formation develop in digital spaces and their impact on Indonesia's democratic processes. The research employs a qualitative approach, using content analysis. The theoretical framework is based on the filter bubble theory within a critical paradigm. The findings show that Instagram's algorithms actively shape echo chambers by prioritizing content aligned with users' preferences. This leads to users being frequently exposed to content that reinforces their political beliefs while limiting access to alternative perspectives, as the algorithm suppresses information deemed irrelevant. This results in the reinforcement of biases against political opponents and a reduced willingness to reevaluate political views due to limited exposure to diverse information. Given these findings, digital literacy becomes essential to mitigate the negative impacts of echo chambers. There is a need for technological intervention by Instagram, including algorithm adjustments to promote content fostering cross-group dialogue. Equally important are public awareness campaigns to encourage inclusive discussions on social media and educational initiatives to inform the public about the dangers of digital polarization.

INTRODUCTION

Social media has become the primary arena for information exchange and political communication, particularly in the context of elections. In Indonesia, social media platforms such as Instagram are increasingly utilized by politicians, political parties, and citizens to share information, shape public opinion, and garner support (Andriani Putri Shita Laksmi, 2018). In the context of the 2024 Regional Elections (Pilkada), social media plays a crucial role in mobilizing support and disseminating political messages. However, the use of social media also presents new challenges, such as the phenomenon of echo chambers that can reinforce polarization and reduce openness to differing views (Cinelli et al., 2021a).

The phenomenon of the echo chamber refers to a condition where individuals are exposed only to information aligned with their beliefs, thereby reinforcing those beliefs and reducing openness to opposing perspectives (Sunstein, 2001). Social media algorithms, such as those used by Instagram, play a significant role in forming echo chambers by personalizing the content displayed based on user preferences and behaviors (Samuels, 2015). Instagram, through features such as feed, stories, and explore, customizes content for each user to increase engagement and the time users spend on the platform (Bucher, 2018). In the political context, this means users are more likely to encounter

content that supports their political views, ultimately limiting their access to diverse information and exacerbating polarization (Flaxman et al., 2016).

The 2024 Pilkada will be one of the largest political events in Indonesia, with thousands of local elections taking place simultaneously. In this context, social media becomes an essential tool for candidates and political parties to communicate their messages and capture voters' attention (Tapsell, 2021). However, with the presence of echo chambers, there is a risk that voters will only be exposed to information that reinforces their pre-existing preferences, reducing opportunities for constructive dialogue and healthy exchange of ideas. This phenomenon could also lead to the spread of misinformation and fake news, which could influence voters' decision-making processes (Guess et al., 2018). Previous studies have shown that echo chambers can significantly impact the formation of public opinion. Individuals who are consistently exposed to content aligned with their views tend to develop stronger attitudes and are less open to differing perspectives (Garrett, 2009). As highlighted by (Himelboim & Golan, 2023) Social media plays an important role in shaping public opinion. In the context of the 2024 Pilkada, this could reinforce political polarization and hinder the creation of an inclusive and democratic public sphere. Research by (Bail et al., 2018). found that exposure to opposing views on social media can strengthen initial beliefs, indicating that echo chambers have the potential to deepen political divisions within societ.

Understanding how echo chambers operate on social media platforms like Instagram which employs algorithms to personalize interactions quickly, is critical (Latif et al., 2024) point out that social media plays a role in spreading knowledge, creating echo chambers, amplifying diverse voices, and disseminating misinformation. Interestingly, its dynamics vary depending on trends that drive polarization and tensions in political debates, which the media often amplifies (Soria Alonso & Gil-Torres, 2023). During the 2024 Pilkada, it is crucial to ensure that democratic processes function effectively. In-depth research is needed to explore how echo chambers form on Instagram and how they influence users' political perspectives (Burrows, 2023). The findings from such studies can provide valuable insights for stakeholders, including policymakers, social media managers, and the public, to design effective strategies to mitigate the negative impacts of echo chambers and promote more open and inclusive dialogue.

Based on this background, this study will examine the phenomenon of echo chambers on Instagram in the context of the revision of the 2024 Pilkada Law. The research questions to be explored are as follows:

- What are the characteristics and dynamics of echo chambers formed on Instagram concerning the revision of the 2024 Pilkada Law?
- What is the impact of echo chambers on the democratic process in Indonesia, particularly in the context of the revision of the 2024 Pilkada Law?
- What strategies can be employed to mitigate the negative effects of echo chambers on social media?

RESEARCH METHOD

This study uses a qualitative method with a case study design. A qualitative approach is used because this research aims to understand the complex phenomenon of echo chambers, which is influenced by deep social interactions on Instagram (Creswell, 2014; Nowell et al., 2017). A case study is chosen to allow in-depth exploration of how echo chambers are formed in a specific context, namely the discussions on the 2024 Regional Election Bill Revision (Yin, 2018). This research uses an exploratory design that combines content analysis and in-depth interviews. Content analysis is used to study the discussion patterns on Instagram related to the 2024 Regional Election Bill Revision. This is done to identify themes, frequencies, and the intensity of user interactions (Kozinets, 2020; Krippendorff, 2018). In-depth interviews are conducted to explore the personal experiences of users involved in these discussions, in order to understand how echo chambers are formed and function in this context (Bryman, 2016; Castleberry & Nolen, 2018).

The data sources in this study are divided into two parts: primary data and secondary data. Primary data comes from posts, comments, and interactions of Instagram users using hashtags related to the 2024 Regional Election Bill Revision, such as #Pilkada2024 and #RevisiUU (Cinelli et al., 2021b). In-depth interviews with Instagram users involved in these discussions also serve as primary data to

understand personal perspectives on involvement in the echo chamber (Boyatzis, 1998; Humprecht, 2019). Secondary data consists of news articles, academic journals, and reports related to the echo chamber phenomenon and the 2024 Regional Election Bill Revision (Sunstein, 2009). These secondary data are important to support the analysis of the broader social and political context (Hayes, 2009; Pariser, 2011). The data collection techniques in this study consist of two main methods: content analysis and in-depth interviews. Content analysis is used to assess communication patterns, the frequency of hashtag use, and the pro and con attitudes in discussions related to the 2024 Regional Election Bill Revision on Instagram. This is done by analyzing posts containing specific hashtags (Bryman, 2016; Castleberry & Nolen, 2018).

Data analysis techniques are performed in two ways: thematic analysis and social network analysis. Thematic analysis of interview data will be used to identify patterns related to user experiences in the echo chamber. This analysis allows the researcher to identify recurring themes from the respondents' experiences and perceptions (Braun & Clarke, 2006; Cinelli et al., 2021b), while Social Network Analysis (SNA) will be used to map the interaction networks among Instagram users. This helps to understand how information spreads within discussion groups and how echo chambers are formed based on account connections (Hanneman & Riddle, 2005; Hogan, 2016). Data validity is ensured by comparing the results of content analysis, interviews, and secondary data. This triangulation is intended to increase the validity of the research and ensure that the results obtained are consistent and comprehensive (Flick, 2009; Patton, 1999).

RESULTS AND DISCUSSION

1. Characteristics and dynamics of the echo chamber on instagram social media

A. The polarization pattern of political discussions in the case of the 2024 regional election law revision

The discussion about the revision of the Regional Head Election Law (UU PILKADA) 2024, particularly regarding the age limit for regional head candidates, has sparked significant polarization among various stakeholders. This revision includes changes to the age threshold for regional head candidates, which are considered necessary to align with political needs, democracy, and a more effective governance system. This discussion has drawn attention from a wide range of parties with diverse backgrounds, from politicians, academics, activists, to the general public. Each group brings perspectives that are heavily influenced by their political, social, and economic interests. As expressed by a social media observer, who stated:

"This polarization plays a significant role in shaping public opinion. Instagram users are more likely to view content they agree with, and the algorithm facilitates this by continuously presenting similar content. When discussing the revision of the UU PILKADA, for example, those in support are more exposed to narratives that favor the revision, and vice versa for those who oppose it. This creates a phenomenon called an echo chamber, which exacerbates ideological divisions" (Maulida, 2024).

Polarization in political discussions related to the revision of UU PILKADA 2024 highlights the important role of the media, both social media and mainstream media, in shaping public opinion. Social media has become the main arena for disseminating information about the revision of UU PILKADA 2024, but it also serves as a breeding ground for polarization. Social media users who agree with a particular viewpoint tend to explicitly express their support, while those who disagree engage in more emotional discussions, often ending in unproductive debates. The hashtag (#) RevisiUUPILKADA has increasingly become a symbol of two opposing camps, further solidifying their political identities. As stated by an Instagram user named Heri:

"The polarization is very clear. Social media, especially Instagram, has created two large, opposing groups. Supporters of the revision of UU PILKADA 2024 tend to use arguments about efficiency and political stability, while opponents focus more on issues of centralization of power and the loss of the people's voting rights. This polarization is further sharpened by social media algorithms, which reinforce interactions within ideologically aligned groups, leading to a lack of understanding between camps" (Heri, 2024).

In the academic sphere, particularly within the Board of Professors as a representation of critical thought and moral authority in universities, discussions about the 2024 UU PILKADA revision reveal a unique polarization dynamic. The Board of Professors is often seen as an independent voice offering rational, research-based perspectives, but in this case, they are also facing internal and external pressures that create polarization. The pattern of polarization in political discussions related to the revision of UU Pilkada 2024 shows a complex dynamic. Various parties, such as students, lecturers, politicians, and even Professors, have responded critically to this revision effort, which is seen as potentially fueling societal tensions. As stated by the Board of Professors (DGB) from the University of Indonesia, they urged lawmakers, particularly the DPR and the government, to halt the revision of the Regional Head Election Law (UU Pilkada), which is now waiting to be ratified in the DPR plenary session in Jakarta. In their statement, which was confirmed in Jakarta on Thursday, the DGB viewed the revision discussions as neglecting Constitutional Court Decision No. 60/PUU-XXII/2024 and Constitutional Court Decision No. 70/PUU-XXII/2024, read by the Court on Tuesday (August 20). The Board of Professors of the University of Indonesia also called on the DPR to stop the revision of the UU Pilkada. A total of 67 lecturers involved in the alliance urged the DPR to act wisely, fairly, and prudently while upholding the values of statesmanship.

Figure 1: Documentation of the chairperson of the UI board of professors, ANTARA FOTO/Yulius S Wijaya

Source (https://www.antaranews.com/berita/4278391/dewan-guru-besar-ui-hentikan-revisi-uu-pilkada) accessed on November 5, 2024.

The 2024 Pilkada Law revision in Indonesia has sparked intense debate among various groups, including the Board of Professors (DGB) at the University of Indonesia. In this context, the UI Board of Professors has taken a firm stance rejecting the revision, reflecting polarization in the political discussion. This analysis will identify the polarization patterns that emerge in the context of the DGB and their impact on political discourse in Indonesia.

The polarization pattern of political discussions in the case of the 2024 Pilkada Law revision, within the context of the Board of Professors, reveals significant challenges for democracy in Indonesia. The firm stance of UI's DGB rejecting the revision reflects broader concerns regarding the integrity and transparency of the political process. To address this polarization, constructive dialogue is needed, along with efforts to bridge differing views so that the revision process can proceed in a more inclusive and democratic manner. The UI Board of Professors (DGB), consisting of 67 faculty members, collectively urged the DPR to stop the revision of the Pilkada Law. They argue that the revision lacks a strong philosophical, legal, or sociological foundation, and they are concerned that it may lead to disputes between high state institutions, such as the Constitutional Court (MK) and the DPR, which could harm the public.

As a moral authority, the Board of Professors (DGB) must uphold the values of democracy and academic independence, without succumbing to political pressure or internal conflict. Collective efforts are necessary to ensure that this discussion can contribute to rational and inclusive solutions. The polarization of political discussion in the case of the 2024 Pilkada Law revision reflects how democracy in Indonesia faces significant challenges in the digital era. This polarization is not only caused by substantive differences in opinion but also reinforced by social media algorithms, political

framing, and disinformation. To create a healthier discussion, collaborative efforts from all parties, including the government, media, and civil society, are required.

B. Dominance of narrative through the hashtag (#) RevisiUUPILKADA

In the context of elections in Indonesia, the use of social media has become a very effective tool for spreading information and building digital communities. Hashtags like (#) RevisiUUPILKADA and #PILKADALangsung play a significant role in creating polarized discussions between supporters and opponents of the revision of the Pilkada Law. As stated by a social media observer:

> The hashtag (#) RevisiUUPILKADA plays a crucial role in shaping the political narrative that dominates the discussion space, especially on social media. The use of this hashtag allows both supporters and opponents to reinforce their messages in a highly segmented way. Supporters of the revision tend to use this hashtag to spread arguments that benefit them, such as political efficiency or stability. On the other hand, opponents use this hashtag to criticize the revision, highlighting issues such as the centralization of power and the erosion of the people's right to vote. In this case, the hashtag becomes both a symbol of resistance and affirmation for the two opposing sides (Maulidia, 2024).

In the age of social media, hashtags are not only markers of discussion but also function as collective spaces to build digital communities. In the case of the 2024 Pilkada Law revision, this hashtag facilitates discussions involving a broad audience, but at the same time, it creates sharp polarization, as illustrated in the following image based on the researcher's observations: (#) RevisiUUPILKADA has 675 posts, while #PILKADALangsung has 549 posts.
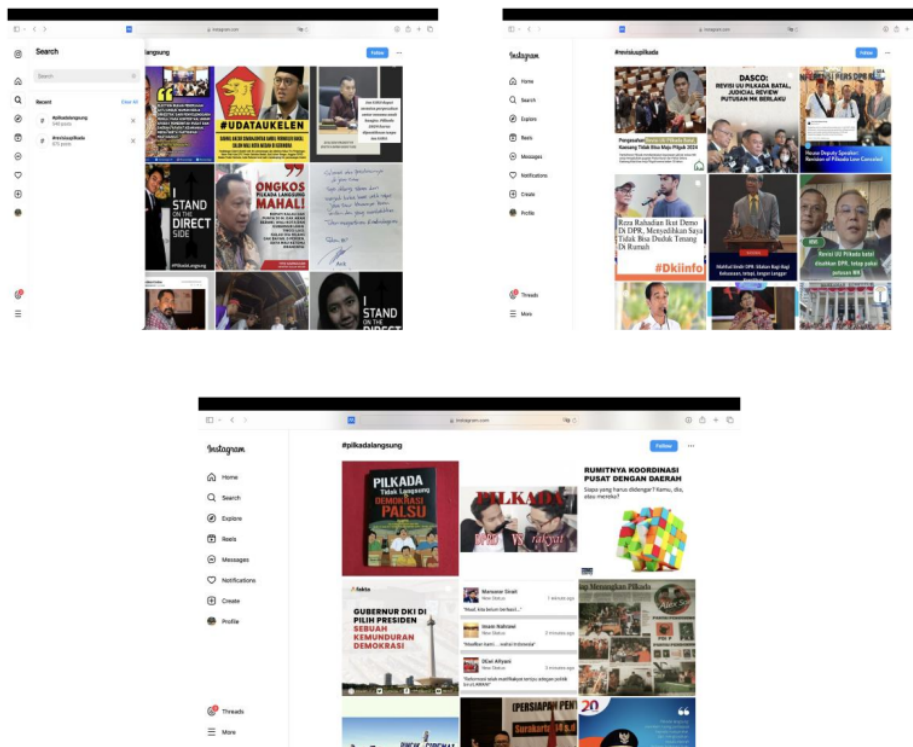

Figure 1: Screenshot of instagram posts on hashtags (#) Pilkada Langsung and Revisi UUD PILKADA

Source: (Instagram), accessed on November 21, 2024

From the above image or post, the researcher found observations which are identified as follows:

1. **Discussions tend to polarize into two camps: supporters and opponents of the PILKADA law revision.**

   The hashtag #RevisiUUPilkada2024 invites two main factions: Supporters of the Revision and Opponents of the Revision. The supporters of the revision tend to highlight political efficiency, government stability, and the reduction of election costs. They view the revision as a strategic step to improve political governance at the regional level. Supporter accounts often describe the law as a way to "save democracy from local political conflicts."

   Opponents of the revision create a narrative rejecting the revision on the grounds that it threatens participatory democracy and strengthens oligarchy. Their narrative often emphasizes the importance of the people's right to directly elect regional leaders. Hashtags such as #PilkadaLangsung have become symbols of resistance against what they call the "backslide of democracy." This polarization illustrates how digital communities are formed based on shared ideologies, separating social media users into two opposing factions.

2. **The main narratives of each side are driven by political influencers or accounts with large reach.**

   In terms of influencers, the main narratives are influenced by political influencers or accounts with broad reach who use these hashtags to build momentum. These influencers are divided into two groups: pro-revision political influencers and anti-revision political influencers. The pro-revision political influencers include politicians, analysts, or figures who support the government. They often use statistical data and technocratic arguments to promote the narrative that this revision is a solution to the chaos of local democracy. Their narrative is supported by hashtags that associate the revision with the modernization of the governance system.

   The second category is Anti-revision Political Influencers, which include democracy activists, NGOs, and opposition figures who use the hashtag #PilkadaLangsung to strengthen their view that the revision is a serious threat to people's democracy. They often share emotional content, such as protest videos or infographics about the negative impacts of the revision. Both groups rely on strong visual content, whether it's statistics, debate videos, or memes, to enhance the appeal of their narrative.

   Based on the narrative above, the researcher observes that the hashtag (#)RevisiUUPILKADA strongly influences the social media ecosystem. Each hashtag spreads a very specific narrative, depending on who uses it. This exacerbates the 'echo chamber' phenomenon, where users only interact with others who share the same views. Ultimately, social media becomes an increasingly polarized space, with each side reinforcing their own perspectives without room to understand other viewpoints. This is further accelerated by algorithms that amplify information aligned with users' preferences.

C. Strengthening and implications of group identity in the 2024 Pilkada law revision process

The development of social media, particularly Instagram, has become a global phenomenon that cannot be ignored. With its attractive features and ease of sharing content, Instagram has become a popular platform among the public, including in political contexts. In the case of the 2024 Pilkada Law revision, Instagram has become a medium for groups in society to strengthen their identities and voice their opinions.

Research shows that social media, including Instagram, can be an effective tool for groups to build and reinforce their identities. Through features such as photo posts, videos, and stories, users can easily express and promote the values, beliefs, and characteristics that define their groups. This can help foster a sense of community and solidarity among group members. In the context of the 2024 Pilkada Law revision, groups have employed various strategies to strengthen their identities on Instagram. One of these strategies is through the use of specific and consistent hashtags (#), which can help identify and group content related to the issue. In addition, groups also make use of features like Instagram Live, IGTV, and Reels to convey messages that reflect their identities.

The strengthening of group identity on Instagram in the 2024 Pilkada Law revision case has had significant impacts. This can be seen from the increased interactions and user engagement in discussions about the issue. Moreover, content that reinforces group identities can influence public perception and opinion, as well as mobilize support or opposition to the proposed policies. The strengthening of group identity on Instagram in the case of the 2024 Pilkada Law revision not only impacts the internal dynamics of groups but also affects the broader political discourse.

Research indicates that the strengthening of group identity on Instagram can trigger polarization in political discourse, where different groups reinforce their positions and arguments. This can lead to increased tension and conflict between these groups, making it more difficult to reach a consensus or comprehensive solution. On the other hand, the strengthening of group identity on Instagram can also encourage increased political participation among the public. With a platform that facilitates engagement and mobilization, groups can be more active in voicing their aspirations and influencing decision-making processes. This can make a positive contribution to democracy, as long as it is done in a constructive manner and within the bounds of the law.

The strengthening of group identity on Instagram also presents challenges for the regulation and governance of social media. The government and other stakeholders need to consider how to balance freedom of expression with efforts to prevent the spread of misleading information or content that may incite conflict. Additionally, there is a need to enhance digital media literacy among the public, enabling them to critically and wisely use social media. The strengthening of group identity on Instagram in the case of the 2024 Pilkada Law revision has significant implications for the ongoing political process.

Research shows that the strengthening of group identity on Instagram has encouraged increased public engagement in the 2024 Pilkada Law revision process. Groups that feel represented by their identities on social media have become more active in providing input, advocating, and influencing decision-making. The strengthening of group identity on Instagram has also influenced the dynamics of political negotiation and compromise in the 2024 Pilkada Law revision process. Competing groups that seek to strengthen their positions on social media can make it more difficult to reach an agreement that is acceptable to all parties. This can prolong the decision-making process and increase the potential for greater conflict.

The strengthening of group identity on Instagram can also pose challenges to the legitimacy of the political process in the 2024 Pilkada Law revision. If the process is perceived as not adequately representing or considering the interests of various groups in society, it could trigger dissatisfaction and rejection, complicating the implementation of the resulting policies.

2. The impact on democracy in the process of revising the 2024 PILKADA law

A. Lack of constructive dialogue

In the process of revising the 2024 PILKADA Law, there has been a tendency for the emergence of an echo chamber within society. An echo chamber refers to a situation where individuals are only exposed to views that align with their own beliefs, thereby narrowing the space for constructive dialogue between different factions. As a result, discussions tend to reinforce opinions rather than providing a space to share diverse perspectives. Opposing arguments are often ignored or deemed irrelevant, hindering a more comprehensive understanding.

This can be seen in the public debates surrounding the revision of the 2024 PILKADA Law, where groups with differing views often become trapped in mutual attacks, with no effort to understand each other's perspectives. However, constructive and respectful dialogue is essential in democratic processes, particularly in formulating laws that will significantly impact the political life of society (Gastil & Xenos, 2010).

The lack of constructive dialogue can also be observed in the dominance of social media as a space for public debate. Social media algorithms, which tend to prioritize content aligned with users' preferences, have created echo chambers that are increasingly difficult to break through (Bakshy et al., 2015). As a result, society becomes more polarized and it becomes difficult to find common ground on debated issues. This phenomenon certainly threatens the healthy democratic process,

where open and constructive dialogue is a core foundation. Therefore, efforts to create more inclusive and open spaces for dialogue are crucial in the revision process of the 2024 PILKADA Law.

B. Spread of misinformation

In addition to the lack of constructive dialogue, the revision process of the 2024 PILKADA Law also faces the challenge of the widespread dissemination of misinformation or fake news. In an echo chamber, content that supports the narrative of certain groups is often accepted without adequate verification. Social media algorithms, such as those on Instagram, also accelerate the spread of misinformation by prioritizing content that is "liked" by specific groups.

The impact of this misinformation can be detrimental to the democratic process. The public can be influenced by inaccurate information, leading to political decisions that are not based on actual facts. This can deepen polarization, where each group strengthens its own beliefs without making an effort to verify the truth of the circulating information, particularly regarding misleading information related to the revision process of the 2024 PILKADA Law. Some groups spread claims not supported by strong evidence, such as attempts to "manipulate" the electoral system or "benefit" certain groups. Such claims can trigger suspicion and distrust in the ongoing democratic process (Abri et al., 2022).

To address this challenge, comprehensive efforts are needed, including increasing digital literacy, strengthening information verification systems, and tighter monitoring of the spread of potentially misleading content. Only in this way can the revision process of the 2024 PILKADA Law proceed more transparently and accountably, thereby strengthening democracy in Indonesia.

C. Influence on voter preferences

Echo chambers not only impact the lack of constructive dialogue and the spread of misinformation, but they can also influence voter preferences in the revision of the 2024 PILKADA Law. Research shows that echo chambers have a significant impact on shaping the political opinions of social media users. One noticeable effect is the reinforcement of biases against political opponents. When individuals are only exposed to views that align with their own beliefs, they tend to strengthen stereotypes and negative perceptions of opposing groups. This can make it harder to reach consensus and compromise in the process of lawmaking.

Moreover, echo chambers can also lead to a decreased interest in re-evaluating political views. The limited exposure to diverse information can cause individuals to become more entrenched in their original beliefs, without considering different perspectives. As a result, the revision process of the 2024 PILKADA Law may become more polarized, making it difficult to reach a solution acceptable to all parties. An example of this can be seen in voter preferences during local elections. Research shows that voters within an echo chamber tend to choose candidates that align with their views, without considering the performance or capabilities of other candidates. This can impact the quality of leadership at the local level, which will ultimately affect the implementation of the 2024 PILKADA Law. To overcome this challenge, efforts are needed to broaden the exposure to information for the public and encourage them to adopt a more open and critical approach in evaluating political views. Only in this way can the revision process of the 2024 PILKADA Law proceed more democratically, producing laws that are acceptable to all layers of society.

3. The role of Instagram's algorithm in forming echo chambers in the process of revising the 2024 PILKADA law

Instagram's algorithm uses user behavior data to filter the content displayed to each individual. This causes users who engage more actively with a particular political narrative to continue receiving similar content in the future (Pariser, 2011). Research shows that 75% of Instagram users acknowledge that the algorithm has limited the diversity of information they receive. This phenomenon is known as the "filter bubble" or "echo chamber," where users are only exposed to content that reinforces their own perspectives and beliefs (Sunstein, 2018). In the context of revising the 2024 PILKADA Law, Instagram's algorithm can reinforce users' cognitive biases towards certain political issues. A study found that users exposed to pro-government content tended to have more positive perceptions of government performance, while those exposed to opposition content had more negative views. This can affect the public's understanding and attitude toward the revision process of the law, hindering balanced and constructive discussions.

Instagram's algorithm prioritizes content with high engagement, such as likes, comments, and shares. In political contexts, this can cause provocative or emotional content to receive more attention. A study found that hoaxes and fake news tend to have higher engagement rates compared to factual content because they are more emotionally engaging. In the process of revising the 2024 PILKADA Law, Instagram's algorithm prioritizing engagement may cause neutral or constructive discussions to be drowned out, while provocative or polarizing content receives more attention (Bessi, 2016). This can hinder the balanced decision-making process and prevent constructive debates.

Prioritization of engagement

Instagram's algorithm prioritizes content with high engagement, such as likes, comments, and shares. In political contexts, this can cause provocative or emotional content to receive more attention (Abri et al., 2022). A study found that hoaxes and fake news tend to have higher engagement rates compared to factual content, as they are more emotionally engaging. In the process of revising the 2024 PILKADA Law, Instagram's algorithm prioritizing engagement may cause neutral or constructive discussions to be drowned out, while provocative or polarizing content receives more attention. This can hinder the balanced decision-making process and prevent constructive debates. Instagram's algorithm, which promotes content personalization and prioritizes engagement, can have a significant impact on the revision process of the 2024 PILKADA Law. Users tend to be exposed to content that reinforces their own perspectives, thereby hindering a comprehensive understanding of the issues discussed in the law revision. Additionally, provocative or emotional content can gain more attention, while neutral or constructive discussions may be drowned out.

This can worsen political polarization in society and affect public perception of the law revision process. A study found that users trapped in an echo chamber tend to have lower trust in democratic institutions and political processes (Boxell et al., 2020). Therefore, it is important to understand the role of Instagram's algorithm in forming echo chambers and its impact on the revision process of the 2024 PILKADA Law.

4. Strategies to Address the Negative Impact of Echo Chambers

In an increasingly connected digital era, social media platforms like Instagram have become the main arenas for information exchange and public discussion. However, behind the benefits, social media often creates echo chambers—digital spaces that only reinforce existing views by filtering out information that does not align with users' preferences. The negative impacts of echo chambers include polarization, reinforcement of biases, and the decline in the quality of healthy public dialogue. To address these impacts, strategic approaches involving various stakeholders are needed, including users, social media platforms, and policymakers.

To address the negative impacts of Instagram's algorithm on the revision process of the 2024 PILKADA Law, comprehensive mitigation efforts are needed. First, social media platforms like Instagram should increase the transparency of their algorithms and give users more control over the content they see. This could be done by offering options to view more diverse content or reducing personalization bias. Additionally, public education on digital literacy and critical thinking skills in consuming information on social media is essential. The government and civil society organizations can collaborate to develop programs that raise awareness of the impact of algorithms and echo chambers.

At the policy level, the government could consider regulations that encourage social media platforms to implement stricter content moderation practices, particularly regarding sensitive political issues. Furthermore, regular monitoring and evaluation of the impact of social media algorithms on the democratic process are necessary. With comprehensive mitigation efforts, it is hoped that the negative impacts of Instagram's algorithm on the revision process of the 2024 PILKADA Law can be minimized, enabling more balanced and constructive discussions and decision-making.

CONCLUSIONS

This research provides an in-depth understanding of how social media can strengthen or weaken the democratic process. Instagram, as a visual platform, has unique dynamics that need to be considered in political communication strategies. The echo chamber phenomenon on Instagram can have a significant impact on the electoral process, particularly in the case of the 2024 PILKADA Law revision.

Studies show that Instagram users tend to engage in groups with similar political views, creating echo chambers that reinforce their beliefs. This can reduce exposure to different information and perspectives, making it more difficult to make rational and balanced decisions.

In the context of the 2024 PILKADA Law revision, echo chambers on Instagram can influence public perception of related issues, such as the election system, candidate requirements, and the vote counting mechanism. The groups involved in echo chambers can strengthen their views, mobilize supporters, and rally public support without balanced debate.

Acknowledgements

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