

Patterns of Online Media Content suaramuhammadiyah.id during the General Election Campaign 2024

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ABSTRACT

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Patterns of media content are the continuous tendency of a media to report an issue that is associated with certain interests or ideologies. The focus of this research is on how the patterns of online media content Suaramuhammadiyah.id during the 2024 election campaign? The method used is qualitative content analysis. The results showed that patterns of online media content Suaramuhammadiyah.id highlighted the issue of the role of women voters and Muhammadiyah cadres in the 2024 election. The resource persons used were more dominant among Muhammadiyah internal circles, especially women, and academicians. While the tendency of the content is neutral, do not take sides with one of the candidates for president and vice president. The patterns of online media content suaramuhammadiyah.id are influenced by the ideology of moderatism which can be seen from the tendency of neutral content. The results of this study emphasize the important role of suaramuhammadiyah.id as a medium for spreading moderate Islamic understanding as contained in the doctrine of Progressive Islam.

1. Introduction

Patterns of media content are continuous tendencies of a media in reporting an event. These patterns of media content are usually related to political bias or interests that are deliberately embedded in reporting, behavior, news sources and issue selection, as well as geographic patterns. In practice, patterns of media content can be influenced by various factors such as individual media workers, media practices/routines, media organizations, extra-media, and ideology (Shoemaker & Reese, 1996).

General election campaign in 2024 as an event or issue can also be studied how patterns of media content reporting that event, and what influencing factors patterns of media contents. As it is known, on February 14 2024 it has held election President and vice president in a way directly and simultaneously throughout Indonesia. In the 2024 general election there is three candidate pairs of president and vice president that is Anies Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD. Previously, from 28 November 2023 to 10 February 2024, a campaign was also held in the context of the 2024 Presidential Election. As important events, these two agendas certainly received attention and coverage from various media because they had high news value. Therefore, it is interesting to examine how the media reports on the 2024 general election campaign.

One of the media that reports on the 2024 general election campaign is the online media suaramuhammadiyah.id which is the official online media for the Islamic organization Muhammadiyah. As the official online media of Muhammadiyah, suaramuhammadiyah.id has the

vision of " Being the Main Media of Muhammadiyah and Islam in Indonesia", which functions to introduce profile and contribution of Muhammadiyah to world society, and disseminate the message of Progressive Islam (Romadlan et al., 2021). As a functioning medium as spreader the message of Progressive Islam is important researched how suaramuhammadiyah.id's position is in context of 2024 general election through patterns of media content during campaign Presidential election 2024.

As an online media that represents Muhammadiyah's views and thoughts, in the 2024 general elections suaramuhammadiyah.id has an important and strategic position in disseminating Muhammadiyah's political views regarding the 2024 general election. So far, Muhammadiyah and NU have represented moderate Indonesian Islam (*washatiyah*) (Azra, 2005). These two Islamic organizations also operate in the fields of education, Islamic boarding schools and health and have followers spread throughout almost all corners of Indonesia (Barton, 2014). As a moderate Islamic organization, Muhammadiyah's political views are also moderate. Institutionally, Muhammadiyah has never officially and explicitly supported any of the presidential candidates. In the 2019 presidential election, for example, Muhammadiyah preferred to be neutral and let its citizens to choose presidential and vice-presidential candidates according to their individual choices (Ridho, 2019) .

Muhammadiyah's role in political democratization in Indonesia prioritizes institutional logic and religious and social interests rather than partisan politics. Muhammadiyah continues to remain non-partisan and neutral with all political parties. Even though some elites and members of Muhammadiyah are involved in politics, and organizationally Muhammadiyah has the potential to be involved in politics, Muhammadiyah prefers to have integrity with its community (Jung, 2014) . Apart from that, in an effort to avoid the commodification of religion for political interests and to avoid being trapped in partisan politics, Muhammadiyah takes a position of moderation by taking a moderate position in politics and supporting patriotism for the sake of broader national interests. This was demonstrated by Muhammadiyah in the 2019 general election which officially did not support any candidate based on the "middle way" concept (Nashir et al., 2019) .

Muhammadiyah's tendency to be neutral in every election, including the 2024 election, is a consequence of Muhammadiyah's moderate position. This moderate or middle view was then disseminated by suaramuhammadiyah.id which plays an important role as a disseminator of information regarding the political views of Muhammadiyah leaders as well as being a reference for Muhammadiyah citizens in determining their political stance in the 2024 Presidential Election. So far, Suaramuhammadiyah.id is Muhammadiyah's official online media which plays a role as a disseminator and speaker of Muhammadiyah's Islamic ideas (Sukmono & Junaedi, 2020) .

Based on the description above, this research focuses on the patterns of online media content of the suaramuhammadiyah.id during the 2024 general election campaign, and what factors influence these patterns of online media content? Patterns of media content as a concept can be interpreted as a continuous tendency of a media to report an event. Media content patterns are always associated with the ideas, people, activities and views that are most often expressed by the media (Shoemaker & Reese, 1996).

Patterns of media content in practice can be influenced by various factors. According to Shoemaker and Reese, patterns of media content can be influenced by several factors, namely (a) individual factors of media workers, (b) factors of media practices/routines, (c) factors of media organizations, (d) factors of extra-media, and (e) factors of ideology (Shoemaker & Reese, 1996). In this research factors that considered influence patterns of the content suaramuhammadiyah.id are ideology factor. Ideology is a set of meanings, values, and beliefs that are used to abstract a world view or class view (William, 1977) .

Previous studies as *state of the art* related to the scope of this research include reporting patterns regarding terrorism issues in the media Kompas.com and Voa-Islam.com. The results of this research show that the two online media have different points of view and ways of reporting regarding terrorist incidents which are influenced by the ideology and vision and mission of each media (Putri & Zarmansyah, 2021) . The difference with this research lies in the focus of the research, that research

focuses on reporting patterns regarding the issue of terrorism, while this research focuses on reporting regarding the 2024 general election campaign.

Further research regarding political reporting in the 2024 Presidential Election at tvonenews.com. The findings of this research show that tvonenews.com's framing looks unbalanced and favors one particular presidential and vice presidential candidate pair (Siagian & Ritonga, 2024). Other research related to the presidential election is the news about Ganjar Pranowo in the 2024 presidential election. The results show that INews.id's reporting about Ganjar Pranowo is influenced by media organizational factors (Muhti et al., 2024). Even though they both study the 2024 presidential election, the two studies differ from this research in the methods and online media used. Those research uses framing analysis on the media tvonenews.com and qualitative research on the media INews.id regarding Ganjar Pranowo, while this research uses qualitative content analysis on the media suaramuhammadiyah.id regarding the presidential election campaign in the 2024.

Previous research was related to suryamuhammadiyah.id, namely about the emergence of Muhammadiyah's da'wah in the contemporary era where suaramuhammadiyah.id has become one of the online (digital) media as a means of disseminating Muhammadiyah's moderate Islamic da'wah (Huda et al., 2022). Other research regarding suaramuhammadiyah.id as an online media that carries out a counter-discourse regarding the meaning of jihad as *jihad lil-muwajahah* (seriously create something superior) (Romadlan et al., 2021). Although both of research above regarding suaramuhammadiyah.id, focus the both of research above different that is about issue preaching moderate Muhammadiyah and issues contra-discourse meaning of jihad. Meanwhile in this research is focus on the presidential election campaign in the 2024.

The novelty of this research lies in the focus of the research, namely regarding patterns of online media content which have not been studied much in previous research. The novelty of the research can also be seen from the issue being researched, namely regarding the 2024 presidential election campaign, where there have already been similar studies, but with a different focus to this research. Apart from this novelty, this research also has urgency, firstly, theoretically, this research will develop the concept of patterns of online media content, especially in reporting regarding the 2024 presidential election campaign. Second, practically, this research can show patterns of online media content as a representation of the political stance of the Muhammadiyah organization in the 2024 presidential election which can be used as a reference by Muhammadiyah citizens in choosing president and vice president in the 2024 general election.

2. Method

The method used in this research is qualitative content analysis to understand patterns of media content. The reason is because qualitative content analysis is more in-depth and detailed in understanding media content and can reveal the social context that occurred when the message was created. In addition, qualitative content analysis emphasizes the researcher's interaction with the material being studied which can be complemented by in-depth interviews so that the communication content can be positioned in a more appropriate context (Kriyantono, 2009).

The online media chosen is suaramuhammadiyah.id which was chosen purposively. Suaramuhammadiyah.id was chosen as the media to be analyzed because this online media is the official online media of Muhammadiyah which is a reference for Muhammadiyah citizen. The unit of analysis chosen is suaramuhammadiyah.id news during the 2024 general election campaign, namely 28 November 2023-10 February 2024. The units of observation are title, content, sources, and photos.

Data collection was carried out using documentation, interviews, and literature review methods. Documentation is data in the forms of personal documents, administrative data, periodic documents and mass media news (Eriyanto, 2019). The documentation in this research includes the news that reporting by suaramuhammadiyah.id during the 2024 presidential election campaign. The interviews are conversations between researchers and informants to get information about problem of research (Berger, 2011). The interviews in this research were conducted with the Managing Editor and

Reporter of suaramuhammadiyah.id, Rizki Putra Dewantoro, for discover influencing factors patterns of online media contents suaramuhammadiyah.id. Meanwhile, a literature study was carried out to obtain data about the background context of the research carried out (Berger, 2011). The literature study in this research was used to reveal ideological factors that influenced the patterns of the online media content suaramuhammadiyah.id during the presidential election campaign in the 2024.

Data analysis uses qualitative content analysis which includes text/document analysis and text production analysis. Text/document analysis was carried out to understand the content patterns of suaramuhammadiyah.id during the 2024 Presidential Election campaign. Meanwhile, text production analysis was aimed at revealing ideological factors that influenced the patterns online media content suaramuhammadiyah.id during the 2024 Presidential Election campaign.

3. Results and Discussion

3.1 Result: Patterns of Online Media Content suaramuhammadiyah.id regarding the 2024 Election

During the 2024 Presidential Election campaign, from 28 November 2023 to 8 February 2024, suaramuhammadiyah.id's reporting regarding the 2024 general election in terms of issues was very diverse. In this research, the news that was analyzed was news about the 2024 general election which was related to Muhammadiyah as a moderate Islamic organization in Indonesia. General news regarding the 2024 general election was not analyzed because it was not the focus of this research.

The online media content patterns in this research are categorized into three media content patterns, namely (1) selection of issues, (2) selection of sources, and (3) content tendencies. The selection of issues is related to the issues highlighted by suaramuhammadiyah.id regarding the 2024 general election during the Presidential Election Campaign. Meanwhile, the selection of sources is people who are sources of news whose statements are quoted by suaramuhammadiyah.id regarding the 2024 general election during the Presidential Election Campaign. The content tendency is the tendency to take sides, be impartial and neutral in one of the president and vice president candidate pairs displayed by suaramuhammadiyah.id regarding the 2024 general election during the Presidential Election Campaign.

The patterns of the online media content suaramuhammadiyah.id regarding the 2024 general election during the Presidential Election Campaign can be seen through three categories, namely selection of issues, selection of sources, and content tendencies. In the issue selection category, there are issues highlighted by suaramuhammadiyah.id, including the role of women voters in the 2024 elections, especially the role of Aisyiyah and Nasyiatul Aisyiyah (NA) as Muhammadiyah Women's under bow organization (Ortom). Regarding the election issue of the role of women voters, it can be seen in the suaramuhammadiyah.id news entitled, *"Ahead of the 2024 Election, 'Aisyiyah is Committed to Realizing Smart Voters and Inclusive Elections'"* (22/1/2024), *"PRNA Kalirejo Seminar, Supporting Women Actively Involved in the 2024 Elections"*, (29/1/2024), and *"Towards Quality Elections, KPU Collaborates and Synergizes with Aisyiyah"* (12/13/2023).

Beside of that, suaramuhammadiyah.id also highlights issues regarding the role of Muhammadiyah cadres, especially Muhammadiyah students, institutions, and PTMA Rector Forum in the 2024 Election. The selection of issues regarding the role of Muhammadiyah cadres can be seen in the following suaramuhammadiyah.id news, *"PDM Ideopolitor Sleman, Ready to Contribute in the 2024 Election "* (22/1/2024), *"Elections Don't Lose Substance "* (2/2/2024), *"Commemorating HDI, MPM PP Muhammadiyah Encourages Disabled Groups to Succeed in the 2024 Election"* (23/12/2023), and *"Guiding the 2024 Election that is Exuberant and Fair, PTMA Chancellor's Forum Signs MoU with Bawaslu RI"* (3/2/2024).

Another issue that was also highlighted by suaramuhammadiyah.id during the 2024 Election was regarding Muhammadiyah's neutrality in the 2024 Election. Muhammadiyah's neutrality in the 2024 Election can be seen in the news with the title *"Muhammadiyah's Views Regarding the 2024*

Election" (27/1/2024), and "Chairman of PP Muhammadiyah Confirms that 172 PTMAs Were Not Involved as Witnesses of Any Presidential Candidates" (19/12/2023).

For the category of sources selection, the patterns of the online media content suaramuhammadiyah.id in its reporting regarding the 2024 Election during the Presidential Election Campaign can be classified into four groups of sources, namely (1) Muhammadiyah/Aisyiyah leaders and administrators, (2) academicians, (3) state officials including the KPU and Bawaslu, and (4) Non-Governmental Organizations (NGOs). Suaramuhammadiyah.id sources from the leadership and administrators of Muhammadiyah are the dominant sources at suaramuhammadiyah.id, including Prof Dr H Abdul Mu'ti, Med. (General Secretary of PP Muhammadiyah), Prof. Irwan Akib (Chairman of Muhammadiyah's Central Leadership for Education, Arts, Culture and Sports), Salmah Orbayinah (General Chair of 'Aisyiyah's Central Leadership), Dr. Tri Hastuti Nur Rochimah, M.Sc. (General Secretary of PP 'Aisyiyah), Prof. Ir Sarjito, MT., PhD. (Vice Chairman IV MPM PP Muhammadiyah), Dr.phil. Ridho Al-Hamdi, MA (Chair of LHKP PP. Muhammadiyah), Siti Syamsiyatun (Chair of LPPA PP 'Aisyiyah), Jeni Rahmawati, SIP. (Secretary of PWNA Lampung), Arif Jamali Muis, M.Pd. (DIY PDM Secretary), and others.

As for sources from academic circles suaramuhammadiyah.id prioritizes using academicians from Muhammadiyah/Aisyiyah Higher Education (PTMA) circles. Academics who are sources for suaramuhammadiyah.id include Prof. Dr. Ir. Gunawan Budiyanto, MP, IPM., ASEAN, Eng. (General Chair of the PTMA Rector Forum), Prof. Iwan Satriawan, SH, MCI., Ph.D., (Dean of the Faculty of Law, Muhammadiyah University of Yogyakarta), Irfan Fatkhurohman M.Pd., (Head of the Public Relations and Protocol Bureau of Muhammadiyah University of Purwokerto), and Alfianur Rizal RRA M.Pd. (Deputy Head of Student Affairs at SMA Muhammadiyah 10 Surabaya).

For sources from state officials, including leaders and members of the KPU/Bawaslu, the source used by Suaramuhammadiyah.id is Rahmad Bagja SH, LLM. (Chair of Bawaslu RI), Mochammad Arifudin, S. Hum. (Chair of Bawaslu for Malang City), Drs. Ali Mulyanto, MM (Representing Acting Mayor of Malang), Bambang Eka Cahya Widodo, (Former Chairman of Bawaslu RI 2008-2012), Dra. Hj. Kustini Sri Purnomo (Regent of Sleman), Betty Epsilon Idroos (Chair of the Data and Information Division of the Indonesian KPU), and Jarot Sarwosambodo, SE, (Chair of the Purworejo KPU). Meanwhile, resource persons from NGOs included Ya'qud Nanda Gudban (Chair of the Indonesian Concerned Women's Community), Ane Permatasari (UMY Center for Gender, Children and Disability Studies), and Kuni Fatonah (Chair of KSP Bank for Disabled People, Ngaglik, Sleman).

With regard to the content tendency category, in its reporting on the 2024 Election during the Presidential Election Campaign, suaramuhammadiyah.id tends to be more neutral, not taking sides with any of the president and vice president candidates, although there is also a tendency in the content of suaramuhammadiyah.id which tends to side with the number one president and vice president candidates, and tends to does not side with the number two president and vice president candidates.

One of the tendencies of the neutral content of Muhammadiyah's voice can be found in the news entitled *"Chairman of PP Muhammadiyah Confirms 172 PTMAs Are Not Involved in Any Witnesses for the Presidential Candidates"* (19/12/2023), in this news a firm statement was written from Prof. Irwan Akib, Chairman of the Muhammadiyah Central Leadership for Education, Arts, Culture and Sports, stated that, *"Muhammadiyah's position was confirmed at the National Consolidation Meeting in November 2023 in Yogyakarta, that Muhammadiyah will remain neutral in the 2024 Election and will not support the party politics or certain presidential and vice presidential candidates"*.

Meanwhile, the tendency of the content of suaramuhammadiyah.id to favor the number one president and vice president candidates can be seen in the news entitled, *"Judicial Elections, Not Just the Task of the KPU and Bawaslu"* (29/1/2024). Suaramuhammadiyah.id quoted Prof. Iwan Satriawan, SH, MCI., Ph.D., Dean of the Faculty of Law, Muhammadiyah University of Yogyakarta, *"So voters must have the ability to analyze the character of a potential leader, whether he is democratic or authoritarian, look at his track record, not his promises. If you want to choose a*

leader, you have to look at his ability to make changes". "Change" is the jargon of the number one president and vice president candidates, Anies Baswedan and Muhaimin Iskandar.

As for the tendency of the contents of Suaramuhammadiyah.id which tends not to side with the number two president and vice president candidates, it is found in the news title "*Muhammadiyah's Views on the 2024 Election*" (27/1/2024). Quoting the statement of Prof. Dr. H Abdul Mu'ti, M.Ed., General Secretary of PP Muhammadiyah, suaramuhammadiyah.id wrote, "*This is of course a democracy that requires ethics and etiquette, apart from the constitution and regulations attached to it. The issue of ethics and democratic ethics necessitates how these processes always prioritize morality, always prioritize nobility of mind, and of course illustrate how the Indonesian nation is a highly civilized nation*". The issue of ethics and etiquette was addressed to the number two president and vice president candidate pairs, namely Prabowo Subianto and Gibran Rakabuming Raka regarding the Constitutional Court's decision which was deemed to violate ethics.

Table of Patterns Online Media Content suaramuhammadiyah.id
 regarding the 2024 Election during the Presidential Election Campaign

Categories of Content suaramuhammadiyah.id Patterns	
Selection of Issue	The role of women voters and Muhammadiyah cadres in the 2024 elections.
Selection of person	Muhammadiyah's internal circles, especially women and academicians.
Content Tendency	Neutral no take one side candidate pair president and vice president candidates.

3.2 Discussion: Patterns of Online Media Content and Ideological Interests

The research results show that the patterns of online media content of suaramuhammadiyah.id in its reporting regarding the 2024 Election during the Presidential Election campaign show that the patterns of the online media content suaramuhammadiyah.id emphasize the issue of the role of women voters and Muhammadiyah cadres in the 2024 Election. The sources used were predominantly internal to Muhammadiyah circles, especially women and academicians. Meanwhile, the content tends to be neutral, not taking sides with any of the president and vice president candidates.

The results of this research develop the concept of patterns of media content from Shoemaker and Reese by using this concept in the context of online media reporting regarding the 2024 Election in Indonesia. Patterns of media content can be interpreted as a continuous tendency of a media to report an event. Patterns of media content are always associated with the ideas, people, activities and views that are most often expressed by the media, and in what style or model these views are presented (Shoemaker & Reese, 1996).

Regarding patterns of media content, Shoemaker and Reese mention the forms of patterns of media content, namely first, content patterns related to political bias (Shoemaker & Reese, 1996). According to Denis McQuail, bias is considered a tendency to consistently deviate or abandon objective truth. Referring to the typology of news bias which consists of open bias and hidden bias, as well as intentional and unintentional bias, there are four types of news bias, namely: (1) partisan bias (partisanship): open and intentional bias such as editorial partiality (editorial endorsements) to a political candidate; (2) propaganda: deliberate but relatively hidden and difficult to identify bias in news; (3) unwitting bias: unintentional bias such as choosing topics that are considered newsworthy; and (4) ideological bias: bias hidden and embedded in a text (McQuail, 2010).

Second, patterns of media content related to behavior. One pattern of media content related to behavior is violent behavior. Gerbner and friends' studies show that 70% of the media displays violent images. The results of their study also show a positive correlation between displays of violence in the media and violent behavior in society. In fact, the influence of violence in the news has spread and is felt by all elements of society (mainstreaming), regardless of gender, religion, place

of residence, ethnicity, age and socio-economic status of society (Potter, 2014; Shoemaker & Reese, 1996).

The third, patterns media content relate to news sources and news issues. Studies on CBS, NBC, Newsweek, and Time show that news is dominated by "known" news sources compared to unknown news sources (Gans, 2004). In addition, study of the Washington Post and New York Times found that the media prioritized news sources from officials because sources from officials *were* considered more accurate (Shoemaker & Reese, 1996; Sigal, 1973). The trend is that government employees are more often used as sources because they are easy to find for interviews, but also because journalists and editors believe that they have something important to say (Shoemaker & Reese, 1996).

Lastly are content patterns related to geography. In relation to correspondence and news reviews, geographic content patterns can be categorized into domestic patterns and international patterns. Other media content patterns are demographic patterns related to position or work. Professionals are featured more frequently in the media than administrative staff and service workers. The upper middle class is also more frequently exposed to the media than the lower middle class (Shoemaker & Reese, 1996).

The results of this research are relevant to the pattern of political bias, specifically ideological bias, namely bias that is hidden and planted in a text intentionally. This ideological bias can be observed from the content patterns of *suaramuhammadiyah.id* in the categories of issue selection and content tendencies. As explained in the research results, the pattern of issue selection and the tendency of the content of *suaramuhammadiyah.id* in its reporting regarding the 2024 Election during the Presidential Election campaign appears to be neutral, meaning that *suaramuhammadiyah.id* does not side with any of the president and vice president candidates. However, the neutrality of *suaramuhammadiyah.id* actually keeps certain interests hidden in the content of its reporting. In other words, the patterns of the online media content *suaramuhammadiyah.id*, which tends to be neutral, are influenced by the ideology adopted by Muhammadiyah as the organization that oversees *suaramuhammadiyah.id*. An additional, the results of this research are also relevant to the third content patterns, namely selecting sources and issues.

The results of the research show that the patterns of online media content the *suaramuhammadiyah.id* regarding the 2024 Election during the Presidential Election campaign tend to be neutral in content, not taking sides with one of the president and vice president candidates, which can be linked to the ideological interests of *suaramuhammadiyah.id*. According to Shoemaker and Reese, media content patterns can be influenced by several factors, namely (a) individual factors of media workers, (b) factors of media practices/routines, (c) factors of media organizations, (d) factors of extra-media, and (e) factors of ideology (Shoemaker & Reese, 1996). Based on results study determined that influencing factors the patterns of online media content in the *suaramuhammadiyah.id* regarding the 2024 Election during the Presidential Election campaign are ideological factors. The influence of ideology on media content patterns can take the form and function of social control, political economic interests, power and hegemony (Shoemaker & Reese, 1996).

Ideology can be defined as a set of meanings, values and beliefs that are used to abstract a world view or class view (William, 1977). According to Samuel Becker, ideology regulates the way we view the world and ourselves, controlling what we see as natural and real. An ideology is an integrated set of reference frames in which each of us views the world and our actions conform to it.

As a value and belief for viewing the world, ideology is followed and believed to regulate the actions of people and society. In the United States for example, the belief system followed is a capitalist economic system, private ownership, and free markets. This belief system is related to the Protestant ethic and the value of individual achievement of its people, including its political views which adhere to a liberal democratic system. The values and views of American society are then articulated and affirmed through the media (Shoemaker & Reese, 1996). According to Thompson, patterns of meaning in ideology are embedded in symbolic forms, including actions, certain situations

and meaningful objects in various ways, such as communication between individuals through sharing experiences, conceptions and beliefs (Thompson, 1990) .

So, what ideology influences the patterns of online media content of suaramuhammadiyah.id regarding the 2024 Election during the Presidential Election campaign? The influencing ideology is the ideology of moderation (*washattiyah*), which is a middle position between liberal Islam and conservative Islam (Burhani, 2013). As is known, suaramuhammadiyah.id is the official online media of the Muhammadiyah Islamic Organization. Suaramuhammadiyah.id's main function is as a speaker or mouthpiece that voices the interests of Muhammadiyah's progressive Islamic ideology (Romadlan et al., 2021).

As the official online media of Muhammadiyah, suaramuhammadiyah.id must follow and be in harmony with the ideology of moderation adhered to by Muhammadiyah. In the socio-religious dynamics in Indonesia, Muhammadiyah is Indonesia's mainstream Islamic organization with a moderate stance, together with NU (Azra, 2005). As an Islamic organization, Muhammadiyah has characteristics as a moderate Islamic organization (Burhani, 2011; Hilmy, 2013). Muhammadiyah's moderation is wrapped in the jargon of Progressive Islam, namely Islam which prioritizes the values of *tawassuth* (middle way), *tasamuh* (tolerance), and *shura* (deliberation) (Yulianto, 2020).

In relation to suaramuhammadiyah.id as an official media that follows the views held by the Muhammadiyah Central Leadership (PP), Rizki Putra Dewantoro, Managing Editor and Reporter of suaramuhammadiyah.id explains that as a media for the Muhammadiyah organization, suaramuhammadiyah.id must be in accordance with the PP Muhammadiyah corridor, where Muhammadiyah is a community organization that is neutral in elections because elections are only one means of upholding democracy. Rizki further said:

"So indeed Muhammadiyah, in accordance with the *khittah* of the *Persyarikatan*, does not support any particular president or vice president candidates or political parties. We have our own corridor. Regarding reporting on president and vice president candidates and political parties, suaramuhammadiyah.id covers it, especially before the presidential election during the PP. Muhammadiyah held a public dialogue with the three president and vice president candidates, which we reported in a balanced manner. Our principle at suaramuhammadiyah.id is to be the mouthpiece and channel for Muhammadiyah in conveying information to the congregation. So, it doesn't support certain president and vice president candidates (Interview via WhatsApp Voice Note, March 26 2024).

The influence of the ideology of moderation in the patterns of online media content of suaramuhammadiyah.id regarding the 2024 Election during the Presidential Election campaign can be seen in the content tendencies of this online media. The results of the research show that the tendency of the content of suaramuhammadiyah.id regarding the 2024 Election during the presidential election campaign tends to be neutral, not supporting any of the president and vice president candidates. Suaramuhammadiyah.id's neutrality can be observed in one of the news headlines, "*Chairman of PP Muhammadiyah Confirms 172 PTMAs Are Not Involved in Any Witnesses of the Presidential Candidates*" (19/12/2023). In this case, Suaramuhammadiyah.id in its reporting regarding the 2024 Election during the Presidential Election campaign applied the values of moderation, including *tawassuth* (middle way), *tasamuh* (tolerance), and *tawazun* (balance).

Regarding the influence of Muhammadiyah's ideology of moderation on the reporting patterns of suaramuhammadiyah.id, Rizki Putra Dewantoro, Managing Editor and Reporter of suaramuhammadiyah.id explained that Muhammadiyah ideology, whether it is Muhammadiyah stance on politics, Muhammadiyah Life Ideals Beliefs (MKCHM), Muhammadiyah Personality, and Muhammadiyah Citizens' Islamic Life Guidelines (PHIWM) views that elections are just one means of creating a truly Islamic society. Rizki says:

"So, the ideology inherent in Persyarikatan Muhammadiyah, which is its mouthpiece, which proclaims, preaches, informs, disseminates by suaramuhammadiyah.id. Apart from that, the religious style and thinking of Muhammadiyah and Muhammadiyah members in general are

moderate, namely being a conscientious Islam, a moderate Islam. So we are on the middle road, not swaying to the right or left. This can be seen in PP's Muhammadiyah statements faces the 2024 elections” (Interview via WhatsApp Voice note, 26 March 2024).

According to Riski, the process of ideologizing moderation in the reporting of suaramuhammadiyah.id can be done through two channels, namely formal channels and informal channels. The formal route is carried out through weekly editorial meetings to determine the themes that will be featured in suaramuhammadiyah.id and Suara Muhammadiyah Magazine, especially those related to elections and political dynamics leading up to the elections. Meanwhile, informal channels are also carried out in the form of consultations by the editor-in-chief or managing editor of suaramuhammadiyah.id with PP. Muhammadiyah. This informal route is not through meetings but through consultation while looking at the developing situation in society. This includes determining sources for suaramuhammadiyah.id, which prioritizes sources from Muhammadiyah cadres, especially political experts at various Muhammadiyah universities.

Ideology as a factor influencing patterns of online media content has also been shown in previous studies, with different forms of media ideology, including a study of the influence of ideology on media discourse regarding inter-religious marriage in Indonesia. Republika Online opposes inter-religious marriage because it is influenced by Islamic (conservative) doctrine, while Kompas.com does not have a problem with inter-religious marriage because it is in accordance with human rights. Here Kompas.com is influenced by the ideology of transcendental humanism and nationalism (Susanto & Zhang, 2017). Another study regarding the influence of ideology on media content is the framing of media reports about female politicians, where the framing of Kompas.com's news about female politicians is influenced by patriarchal ideology (Ningsih et al., 2019). The influence of ideology on reporting can also be reported by Detik.com, Kompas.com, and Tempo.co regarding the National Capital City (IKN). Detik.com is influenced by ideology which shows the existence of a hegemonic relationship between the authorities and the media, while Kompas.com and Tempo.co are influenced by the ideology of democratization (Marsun et al., 2023) .

Thus, the theoretical implication of this research is in developing the concept of pattern of media content in the context of online media regarding the 2024 Election during the presidential election campaign, where online media content patterns can be categorized into the categories of issue selection, selection of sources, and content tendencies. Apart from that, theoretically this research also enriches the study regarding the influence of ideology on media content patterns, where the results show the influence of the ideology of moderation on the content patterns of the online media suaramuhammadiyah.id regarding the 2024 Election during the presidential election campaign.

4. Conclusion

First, the patterns of the online media content suaramuhammadiyah.id in its reporting regarding the 2024 Election during the Presidential Election campaign show that the content patterns of the online media Suaramuhammadiyah.id emphasize the issue of the role of women voters and Muhammadiyah cadres in the 2024 Election. The sources used were predominantly internal to Muhammadiyah, especially women and academicians. Meanwhile, the content tends to be neutral, not taking sides with any of the president and vice president candidates. The patterns of the online media content suaramuhammadiyah.id are influenced by the ideology of moderation which can be seen from the tendency of the content to be neutral.

Second, the content patterns of the online media Suaramuhammadiyah.id in its reporting regarding the 2024 Election during the Presidential Election campaign are influenced by the ideology of moderation, which can be seen from the tendency of the content of Suaramuhammadiyah.id to tend to be neutral. Apart from that, Suaramuhammadiyah.id is the official online media of Muhammadiyah, which is a moderate Islamic organization.

Third, the results of this research emphasize the important role of suaramuhammadiyah.id as a medium for spreading Muhammadiyah's Islamic understanding, namely Moderate Islam. At the same time, it strengthens Muhammadiyah's neutral political stance in the 2024 elections. This can be seen

from the tendency of the content of suaramuhammadiyah.id to be neutral, not supporting any of the president and vice president candidates. The tendency of the content of Suaramuhammadiyah.id to be neutral is in accordance with Muhammadiyah's values of moderation as contained in Muhammadiyah's Progressive Islam doctrine.

As suggestions and recommendations for future research, theoretically and methodologically this research uses the concept of patterns of media content with qualitative content analysis methods. For further research it is recommended to analysis media content with power relations, using Norman Fairclough's critical discourse analysis method. With these concepts and methods, it will be possible to better express the interests and power relations that determine online media discourse in elections or Pilkada.

Socially, so that the public, especially Muhammadiyah members, understand and are aware of the position and role of suaramuhammadiyah.id in the 2024 Election. As the organization's official online media, suaramuhammadiyah.id carries and disseminates Muhammadiyah's views, including its political stance towards the 2024 Election which tends to be neutral. Even though in real political dynamics this Islamic organization has a tendency to support one particular president and vice president candidate pair. Practically, so that practitioners or media workers at suaramuhammadiyah.id can record more of Muhammadiyah's internal political dynamics during political events such as this election. Not to take sides or be partisan, but more as education and political awareness, especially for Muhammadiyah citizens and Indonesian citizens.

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