

Literature Analysis: The Role of Mass Communication in the Formation of Public Opinion and the Change of Public Behavior

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ABSTRACT

This study analyzes the role of mass communication in the formation of public opinion and changes in public behavior through a systematic literature review. The transformation of the digital age has changed the paradigm of mass communication from a linear model to a complex multidirectional configuration. The research methodology uses narrative literature review with thematic analysis of publications for the 2021-2025 period. The findings suggest that digital mass communication creates a hybridized ecosystem that allows audiences to act as active prosumers. The mechanism of public opinion formation is complicated through the phenomenon of echo chambers, algorithmic curation, and viral communication that creates polarization and democratization of opinion leadership. Changes in people's behavior are accelerated by digital social learning, behavioral nudging, and digital habits formation. Social implications include information overload, social fragmentation, and privacy challenges. Optimizing mass communication requires an ethical framework, fact-checking mechanisms, and improving media literacy for a positive impact.

Keywords: Mass communication, public opinion, Behavior change

INTRODUCTION

Mass communication has a fundamental role in shaping the social dynamics of modern society, especially in the increasingly complex digital era. This phenomenon has become increasingly relevant given the massive transformation of the media landscape in recent decades. Mass media, both traditional and digital, has become a major catalyst in the process of shaping public opinion (Public Opinion Training) and changes in people's behavior (Behavioral Change) significant. The development of information and communication technology has changed the way people access, process, and respond to information, thus creating new patterns in mass communication that require in-depth study.⁽¹⁾

The digital era has brought a new phenomenon in mass communication, where social media has become the dominant platform that allows two-way interaction between communicators and audiences. This transformation not only changed the way information was disseminated, but also fundamentally affected the mechanism of public opinion formation. Social media as an integral part of modern mass communication has unique characteristics in the form of immediacy, interactivity, and virality which allows information to spread at an exponential speed and unlimited range. This condition creates a virtual public space (Virtual Public Sphere) which becomes an

arena for the battle of ideas and narratives that ultimately shape public opinion of the public.⁽²⁾

The formation of public opinion in the context of mass communication does not occur in a vacuum, but rather through complex and multi-dimensional processes. Theory Agenda Setting presented by McCombs and Shaw explains how the mass media has the ability to determine issues that are considered important by society. In the digital age, this theory has evolved with the emergence of the concept Calendar Notification and Agenda Building which involves the active participation of the audience in the process of forming the agenda. This phenomenon suggests that mass communication is no longer linear, but has evolved into a more interactive and participatory process. People are now not only passive consumers of information, but also play a role as producers and distributors of content that can influence public opinion at large.⁽³⁾

Changes in people's behavior as a result of mass communication are a very crucial aspect to be studied. Process behavioral modification what occurs due to exposure to mass media can be positive or negative, depending on the content and the way it is delivered. Research shows that mass communication has the ability to change people's attitudes, perceptions, and behaviors through various psychological mechanisms such as social learning, cognitive dissonance and social proof. In the Indonesian context, this phenomenon has become increasingly complex given the different cultural, ethnic, and digital literacy levels across the archipelago.⁽⁴⁾ The COVID-19 pandemic that has occurred since 2020 has become an important momentum that shows the power of mass communication in shaping public opinion and changing people's behavior. Mass media plays a role as the main source of information that provides education to the public about health protocols, government policies, and the latest developments related to the pandemic. However, on the other hand, the phenomenon infodemic it also appears as

a negative impact of the spread of unverified information through social media. This shows that mass communication has double-edged sword which can have a positive and negative impact on society.⁽⁵⁾

In the political context, mass communication has a very significant role in shaping public perception of political figures and government policies. The general election in Indonesia, especially the 2024 election, shows how social media has become the main battlefield in the battle of political narratives. Phenomenon echo chamber and filter bubble what happens on social media creates a polarization of public opinion that can affect the social cohesion of society. Political communication through the mass media not only influences voter preferences, but also shapes broader public discourse on national and societal issues.⁽⁶⁾ The economic aspect is also inseparable from the influence of mass communication in the formation of public opinion and changes in public behavior. Mass media has the ability to influence consumer behavior through advertising, product placement and content marketing. Phenomenon influencer marketing the rapid growth in recent years shows a new evolution in more personalized and authentic mass communication. This creates new consumption patterns that are not only based on functional needs, but also on the symbolic and social aspects constructed through the medium.⁽⁷⁾

Challenges in the digital era also include the phenomenon of disinformation and misinformation which can undermine public trust in institutions and create social conflicts. Mass communication in form fake news and hoax has the potential to divide society and undermine the existing social order. Therefore, media literacy (Media literacy) is a very important aspect to be developed to strengthen people's resilience to information manipulation. The complexity of the phenomenon of mass communication in shaping public opinion and changing public behavior requires a comprehensive and multi-disciplinary analytical approach. The study of literature is the right method to

understand the various theoretical and empirical perspectives that have been developed by researchers. Through a systematic analysis of the literature, this study is expected to provide an in-depth understanding of the working mechanisms of mass communication in the Indonesian context and provide recommendations for the development of more effective and responsible communication strategies.⁽⁸⁾

Based on the background that has been described, this study formulates several main problems that need to be studied in depth. First, what is the role of mass communication in shaping public opinion in the digital era, especially in the context of Indonesian society which has diverse demographic and sociocultural characteristics? Second, how is the mechanism of mass communication in influencing changes in people's behavior, both in political, social, and economic aspects? Third, what are the factors that affect the effectiveness of mass communication in shaping public opinion and changing people's behavior in the digital era?

This study aims to comprehensively analyze the role of mass communication in the formation of public opinion and change in public behavior through a systematic literature review. In particular, this study is intended to identify theories of mass communication that are relevant to the formation of public opinion and behavior change, analyze various empirical studies that have been conducted on this topic, and formulate a conceptual framework that can be used to understand the dynamics of mass communication in the Indonesian context. In addition, this study also aims to identify existing research gaps and provide recommendations for future research.

This research is expected to make a contribution both theoretically and practically. Theoretically, this research will enrich the treasures of communication science, especially in the field of mass communication and public opinion, by presenting a comprehensive analysis of the latest theoretical developments and empirical

findings. Practically, the results of this research can be used as a reference for communication practitioners, policy makers, and academics in developing more effective and responsible communication strategies. For the public, this research is expected to increase awareness of the importance of media literacy in dealing with increasingly complex information flows in the digital era.

LITERATURE REVIEW

Mass communication as a multidimensional phenomenon has undergone significant theoretical evolution in understanding the mechanisms of public opinion formation and the transformation of people's behavior. The theoretical construction underlying this research is based on several fundamental paradigms that have undergone reconceptualization in the context of the contemporary digital era. The agenda setting theory formulated by McCombs and Shaw underwent epistemological developments that accommodate the complexity of the digital media landscape. Traditional gatekeeping mechanisms face new challenges when audiences are no longer passive recipients of information, but rather actively participate in the process of content selection and distribution. This transformation creates a new dynamic in the formation of public perception that is no longer unidirectional, but involves multidirectional interaction between the media, opinion leaders, and audiences.⁽⁹⁾

The spiral paradigm of silence developed by Elisabeth Noelle-Neumann acquires new relevance in the context of digital communication that allows the formation of echo chambers and polarization of opinions. The phenomenon of spiral silence is undergoing modifications in the social media environment where individuals tend to gather in homogeneous groups that reinforce their views. The social isolation mechanism feared in this theory undergoes a transformation into virtual isolation that can affect an individual's perception of the distribution of opinion in society.⁽¹⁰⁾

The theory of uses and gratifications has undergone a revitalization in understanding the motivation for the use of digital media and its impact on behavior change. This theoretical framework provides an audience-centered approach that views audiences as active entities that choose media based on their specific needs. In the context of social media, the gratifications obtained are not only informative and entertaining, but also include aspects of social validation, identity formation, and participation in public discourse. The concept of two-step flow communication introduced by Lazarsfeld has undergone a reinterpretation in the digital era marked by the emergence of micro-influencers and opinion leaders based on digital platforms. The role of mediators in the dissemination of information has been democratized which allows each individual to potentially become an opinion leader in a certain domain. This changes the hierarchical structure of traditional mass communication to a more horizontal and complex network.⁽¹¹⁾

The cultivation theory developed by Gerbner gained a new dimension in understanding how long-term digital media consumption affects the construction of an individual's social reality. Intensive exposure to social media content can form distorted perceptions of social norms and social statistics, which in turn influences an individual's behavior and attitudes in real life. The theoretical synthesis of these various paradigms shows that mass communication in the digital age requires a more holistic and interdisciplinary approach. The interaction between technology, psychology, and sociology creates new complexities in understanding how information is processed, disseminated, and influences public opinion and public behavior. This comprehensive theoretical framework is the foundation for analyzing the increasingly complex and multifaceted phenomenon of contemporary mass communication.⁽¹²⁾

MATERIALS & METHODS

This study uses a literature review approach to analyze the role of mass communication in shaping public opinion and changing public behavior. The literature review method was chosen because it provides the ability to synthesize existing knowledge from a variety of relevant research sources and provides a comprehensive understanding of the topic being researched. This approach allows researchers to identify consistent patterns, trends, and findings from various studies that have been conducted before, while also identifying knowledge gaps that still need to be explored further.⁽¹³⁾

The literature search strategy is carried out systematically through trusted academic databases such as Google Scholar, JSTOR, Scopus, and ScienceDirect using relevant keywords in Indonesian and English. The keywords used include “mass communication”, “public opinion”, “behavior change”, and “social media”. The literature search is focused on publications published in the 2021–2025-time frame to ensure the relevance and timeliness of the information analyzed. The search process is carried out using Boolean operators to optimize the search results and ensure the literature found is in accordance with the focus of the research.

The inclusion criteria set in the literature selection include scientific journal articles that have gone through a peer review process, academic books, and research reports that discuss mass communication, the formation of public opinion, or changes in public behavior. The selected literature must be published in Indonesian or English and be fully accessible. Exclusion criteria include articles that are not relevant to the research topic, publications that have not gone through an academic review process and literature published before 2021. Each literature that met the inclusion criteria was then evaluated based on methodological quality, clarity of argument, and contribution to understanding of the research topic.

The data analysis process is carried out through a thematic analysis approach that

allows the identification of the main themes that emerge from the literature studied. The researcher systematically codified each selected article to identify the key concepts, theories used, empirical findings, and practical implications presented. The analysis is done inductively by letting themes emerge from the data, then organized into larger categories to understand the patterns and relationships between concepts. This process is done by maintaining objectivity and avoiding interpretation bias through source triangulation and verification of findings.

The validity and reliability of the research are maintained through several rigorous methodological strategies. First, the use of multiple databases ensures the comprehensiveness of the literature reviewed and reduces publication bias. Second, the application of clear inclusion and exclusion criteria ensures consistency in the selection of literature. Third, detailed documentation of the literature search and selection process allows for replication of research by other researchers. Fourth, triangulation of sources from various theoretical and methodological perspectives strengthens the validity of research findings. This systematic review process ensures that the analysis carried out can make a meaningful contribution to the development of mass communication science and effective communication practices.

RESULTS

Transformation of the Mass Communication Paradigm in the Digital Era

The digital revolution has fundamentally changed the mass communication landscape undergoing a structural metamorphosis from linear communication models to complex multidirectional configurations. This phenomenon creates a hybridized communication ecosystem where traditional and digital media converge to form a more dynamic and interactive virtual public space. This paradigmatic transformation is not just a technological evolution, but an

epistemological shift in understanding the process of mass communication as a social phenomenon that involves the active participation of audiences in the construction of meaning and distribution of information. The concept of audience empowerment is a dominant characteristic in this transformation, where audiences are no longer positioned as passive recipients of information but play the role of prosumers who simultaneously consume and produce content. This phenomenon creates a democratization in the mass communication process that allows each individual to potentially become a content creator and opinion leader in a certain domain. This shift transformed the hierarchical structure of traditional mass communication into a horizontal network that facilitated multidirectional interaction between various communication actors.⁽¹⁴⁾

The configuration of digital media allows the creation of real-time feedback mechanisms that transform the dynamics of mass communication into a more responsive and adaptive process. The high interactivity in digital platforms allows communicators to obtain immediate responses from the audience and make dynamic adjustments to communication strategies. This creates a continuous communication loop where information is not only disseminated but also evaluated, modified, and redistributed through various communication channels. Media convergence in the digital era also creates a cross-platform communication phenomenon that allows a single message to be communicated through various platforms with adaptations that suit the characteristics of each medium. This integrated communication strategy allows for the achievement of a wider reach and deeper penetration in shaping public opinion. However, this complexity also creates new challenges in maintaining message consistency and managing the potential information distortions that can occur in cross-platform transmission processes.⁽¹⁵⁾

Mechanism for Shaping Public Opinion Through Digital Media

The process of forming public opinion in the digital era is significantly complicated through an agenda building mechanism that involves dynamic interaction between the media, opinion leaders, and the active participation of audiences. In contrast to the traditional top-down agenda setting model, the digital public opinion shaping mechanism adopts a bottom-up approach that allows issues arising from the grassroots to gain public attention through viral propagation and social amplification. The phenomenon of echo chambers and filter bubbles is a distinctive characteristic in the formation of digital public opinion that creates audience segmentation based on ideological and cognitive preferences. The personalization algorithms used by social media platforms tend to reinforce existing views by presenting content that matches the user's preferences. This mechanism can create polarization of opinion that threatens social cohesion and makes it difficult to reach public consensus on controversial issues. The concept of social proof plays a crucial role in shaping digital public opinion through social indicators such as likes, shares, comments, and trending topics. These metrics serve as heuristics that assist individuals in evaluating the credibility and relevance of information. The phenomenon of the bandwagon effect is easier to occur in the digital environment because of the high visibility of other people's behaviors and preferences through various indicators of social activity.⁽¹⁶⁾

The role of micro-influencers and digital opinion leaders has been redefined in the context of shaping public opinion which is no longer limited to traditional authority figures. Democratizing opinion leadership allows individuals with specific expertise or personal charisma to influence public opinion in a particular domain. This phenomenon creates distributed influence networks that are more complex and difficult to predict compared to traditional mass communication models. The mechanism of

viral communication is a determining factor in the formation of digital public opinion that allows certain information to reach an exponential reach in a short period of time. The characteristics of content that is easily viral generally have strong emotional elements, high contextual relevance, and ease of sharing. This phenomenon can change the dynamics of public opinion formation that no longer depends on the duration of exposure but on the intensity and speed of information dissemination.⁽¹⁷⁾

Dynamics of Changing People's Behavior in the Context of Digital Communication

Changes in people's behavior as a consequence of exposure to digital mass communication have experienced significant acceleration through social learning mechanisms which are strengthened by the characteristics of immediacy and interactivity of digital platforms. The process of internalizing social norms and behavior patterns undergoes a transformation through observation and imitation of behavior presented in digital content. This phenomenon creates a behavioral contagion that allows the adoption of certain behaviors to spread rapidly in digital social networks. The concept of behavioral nudging through interface design and recommendation algorithms is an effective instrument in influencing user behavior. Persuasion techniques that are integrated into digital platform architecture can form behavioral patterns that suit certain goals, both commercial and social. This phenomenon raises ethical questions about user agency and the potential for behavioral manipulation through technological design that users are unaware of.⁽¹⁸⁾

The formation of digital habits is an important aspect in changing people's behavior which is influenced by the intermittent reinforcement mechanism used by social media platforms. Notification systems, gamification, and reward systems implemented in digital applications can create compulsive behavior patterns and have the potential to disrupt the balance of

social life. The phenomenon of digital addiction is an extreme manifestation of uncontrolled behavioral changes in the digital era. Changes in consumer behavior have undergone significant transformation through the influence of social commerce and influencer marketing that have changed the purchasing decision-making process. The integration between social content and commercial activities creates a seamless shopping experience that allows for the conversion of content exposure to a purchase action with minimal friction. This phenomenon changes consumer behavior from a deliberative process to a more impulsive process and influenced by emotional factors.⁽¹⁹⁾

Social Implications and Challenges in Digital Mass Communication

The social implications of the transformation of digital mass communication include fundamental changes in the structure of social interaction that undergoes digitalization and virtualization. This phenomenon creates parallel social worlds where individuals develop different identities and social relationships in both digital and physical spaces. This complexity poses challenges in understanding authentic self and social identity in an increasingly fluid and contextual context. The phenomenon of information overload is a significant challenge in the digital era which is characterized by an exponential volume of information and a high speed of dissemination. An individual's ability to process, evaluate, and integrate information becomes limited, which can lead to cognitive fatigue and a decrease in the quality of decision-making. This condition requires the development of comprehensive digital literacy to assist the community in navigating the complexity of digital information.⁽²⁰⁾

Social polarization and fragmentation are negative consequences of algorithmic curation that tend to reinforce confirmation bias and create ideological silos. This phenomenon threatens social cohesion and makes it difficult to achieve constructive

dialogue on controversial public issues. This challenge requires a holistic approach in designing digital platforms that can facilitate diverse exposure and constructive dialogue. The issue of privacy and surveillance is a complex ethical challenge in the era of digital mass communication that allows for massive collection of personal data. The phenomenon of surveillance capitalism raises concerns about the exploitation of personal data for commercial and political purposes. This requires the development of regulations that can balance technological innovation and the protection of people's digital rights.⁽²¹⁾

Mass Communication Optimization Strategies for Positive Impact

Optimizing mass communication in the digital age requires an integrative and multi-stakeholder approach that involves collaboration between communication, technology, and public policy practitioners. The development of an ethical communication framework is a priority to ensure that mass communication can have a positive impact on society. This framework should include principles of transparency, accountability, and user empowerment that can guide responsible communication practices. The implementation of fact-checking mechanisms and content verification systems is an important strategy in combating misinformation and disinformation that can damage public trust. Collaboration between digital platforms, media institutions, and independent fact-checking organizations can create a more reliable and trustworthy information ecosystem. The development of automated fact-checking and algorithmic transparency technologies can increase the effectiveness of detecting and addressing misleading content.⁽²²⁾

Media literacy and digital citizenship education are essential components in preparing the community to participate constructively in digital mass communication. A comprehensive educational program must include critical thinking, source evaluation, and ethical

communication skills that can help individuals use communication technology wisely. The integration of the digital literacy curriculum in the formal education system is a long-term investment to create a digitally literate society. The development of inclusive communication strategies that can accommodate the diversity of audiences is an important challenge in the multicultural context of Indonesia. An effective communication strategy must consider demographic, sociocultural, and economic factors that can affect the accessibility and understanding of communication content. The culturally responsive communication approach can increase the effectiveness of mass communication in reaching various segments of society.⁽²³⁾

CONCLUSION

An analysis of the literature on the role of mass communication in shaping public opinion and changing public behavior reveals a fundamental paradigmatic transformation in the contemporary digital era. The structural metamorphosis of mass communication from a linear model to a multidirectional configuration has created a hybridized communication ecosystem, where audiences evolve into prosumers who are active in the construction of meaning and distribution of information. The mechanism of public opinion formation is complicated through the phenomenon of echo chambers, algorithmic curation, and social proof that creates ideological polarization as well as democratization of opinion leadership. Changes in people's behavior are accelerated by digital social learning, behavioral nudging, and the formation of digital habits that cause social implications in the form of information overload and social fragmentation. Optimizing mass communication requires an integrative approach that includes the development of ethical communication frameworks, the implementation of fact-checking mechanisms and the improvement of media literacy to ensure a positive impact on social

cohesion and the development of a digitally literate society.

Declaration by Authors

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