Sentimen Analysis of Anti-Corruption Campaign in Indonesia

Nurlaila

Universitas Bestari, Serang, Indonesia
nur@ubest.ac.id

ABSTRACT

With a qualitative method in the form of bibliometric analysis from the Google Scholar Database, this research shows that the number of research and / or publications related to the Anticorruption Campaign in Indonesia from 2004 to 2022 is volatile, even in some years the number is 0 (zero). In addition, the results showed that the activities of the Anticorruption Campaign in Indonesia have used several media and are aimed at several categories of audiences in the community. The five words that often come up and should be of concern to subsequent researchers are campaign, anti-corruption, corruption, social campaign, and film. The suggestion for further research is to expand the Anticorruption Campaign research to some audiences that are relatively at great risk of corruption, for example village communities managing village funds.

Keywords**:** Campaign; Anticorruption; Bibliometric; Google Scholar Database

1. Introduction

Currently, almost all countries, especially developing countries, face similar problems, namely corruption. Corruption is an old story that is complicated to resolve because there are many factors that must be explained one by one, including in Indonesia. The government has two opposing sides. In accordance with its authority and duties, the government eradicates corruption, but on the opposite side, the government is the main perpetrator of acts of corruption. In Indonesia, corruption cases are not decreasing, but continue to increase, take root and continue as usual (Al-Fatih, 2018). The level of corruption in Indonesia is still very high. Data on Indonesia's corruption perception index in 2022 from Transparency International shows a decrease in value from 38 in 2021 to 34 in 2022 (Figure 1), so that the ranking falls from 96 (in 2021) to 110 (in 2022). This means that Indonesia is part of the 50% most corrupt countries in the world.
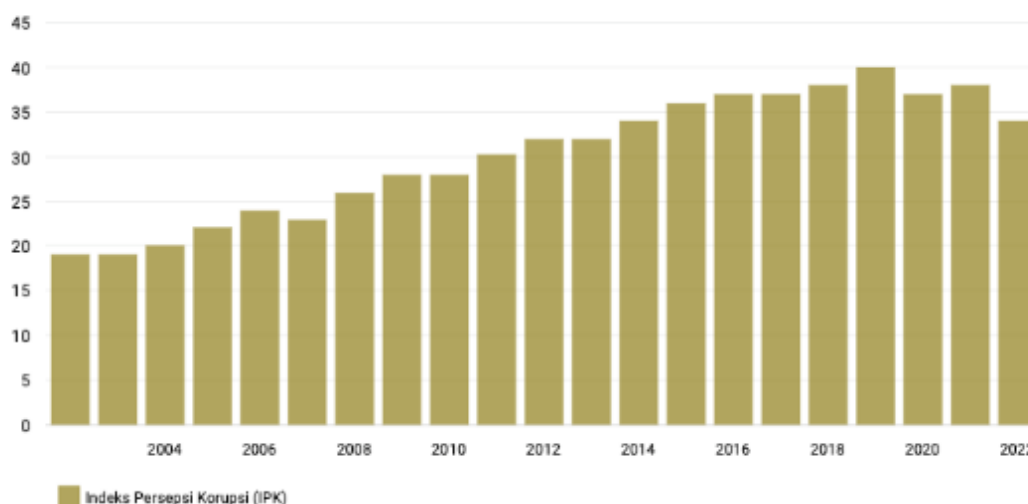
Figure 1. Indonesian Corruption Perception Index (2002-2022) by
databoks.katadata.co.id (2023)

Corruption is behavior that involves the abuse of authority and power to obtain personal or certain group benefits (KPK, 2023). Corruption can occur in various fields, such as politics, economics, and law, so it has serious impacts on economic and political development, such as slow economic growth, high political costs, and damage to the political and democratic system (KPK, 2022). Thus, corruption is definitely detrimental to individuals, society and the country.

Corruption has a significant negative impact on all aspects of development in Indonesia. Corruption can hinder development in the economic aspect by giving rise to relatively high distortions and inefficiencies, as well as increasing costs in the private sector (Lamijan & Tohari, 2022). Corruption can also reduce productivity, lower the quality of goods and services, and reduce economic growth and investment (Naufal Ridha et al., 2022). In the aspect of political development, corruption can strengthen plutocracy, increase political costs, and give rise to corrupt leaders (Surya, 2016). Apart from that, corruption can also damage the political and democratic system, such as fraud and violence in elections and the emergence of money politics (KPK, 2022). Corruption can also weaken the function of government and political institutions, as well as strengthen the interests of individuals and certain groups (Lamijan & Tohari, 2022). Therefore, eradicating corruption is very important to achieve sustainable development in Indonesia.

One way to eradicate corruption is to prevent acts of corruption. There are many ways to prevent acts of corruption, one of which is by conducting an anti-corruption campaign. One form of campaign carried out by many countries in the world is the anti-corruption campaign, including in Indonesia. This anti-corruption campaign can be carried out by anyone with an interest from government agencies, the private sector, or individual citizens, and can be aimed at any Indonesian citizen.

The aim of the anti-corruption campaign in Indonesia is to reduce the level of corruption currently being experienced by Indonesia. The anti-corruption campaign is one of the prevention efforts that must be carried out in addition to enforcement efforts. This goal is not without reason considering that Indonesia's corruption rating is still lower than other countries in the world, even lower compared to neighboring countries in Southeast Asia. Next, the author is interested in seeing what themes are related to corruption in Indonesia, which have been written in scientific works in journal form. Figure 2 below is a journal processing using Vosviewer obtained from the Pubish and Perish application of 999 journals with the Google Scholar database and 200 journals with the Scopus database. Journal searches were carried out with the keyword corruption in Indonesia and the publication

name was journal. Based on this picture, the explicit use of the word campaign or campaign has not been written much in the form of scientific works in the form of journals.

Figure 2. Co-occurence Analysis (Network Visualitation)

Thus, the dynamics of eradicating corruption through Anti-Corruption Campaign activities that have been carried out in Indonesia are very important to research in order to see trends in research and/or publications that have been carried out. Anti-Corruption Campaign trend analysis was carried out using bibliometric analysis. This form of analysis has been proven to help evaluate publications and productivity in certain research fields (Moed, H.; Luwel, M., 2022). Similar research has never been carried out on this matter, therefore this research aims to find trends in anti-corruption campaign literature using the Publish or Perish by Harzing method from the Google Scholar database.

Google Scholar was chosen as a research database because this database can provide more research data or anti-corruption campaign publications in Indonesia than using the Scopus database. Furthermore, the data obtained was processed using Microsoft Excel and Vosviewer to produce frequency analysis and data visualization. Therefore, this research is entitled "Bibliometric Analysis of Anti-Corruption Campaign Research in Indonesia with the Google Scholar Database." Using bibliometric analysis, this research was conducted to answer the questions (a) what media have been used to carry out the Anti-Corruption Campaign?, (b) who has been the target audience for the Anti-Corruption Campaign? and (c) what words often appear in Anti-Corruption Campaign activities in research documents and/or publications?

2.Research Methode

This research uses qualitative research in the form of a literature review of several studies and publications contained in the Google Scholar database by carrying out bibliometric analysis. Bibliometric analysis can provide an overview of research and publications related to anti-corruption campaigns from various forms of writing that have been written such as articles, books, proceeding articles and other scientific works in

Indonesia. This article was written because according to the author, no one has ever carried out a bibliometric analysis of the Anti-Corruption Campaign in Indonesia.

The data source used for analysis comes from literature available in the Google Scholar database. Research documents and publications are downloaded using the Publish or Perish application made by Harzings with the keywords 'anti-corruption campaign' and the title words 'campaign' until 2022. The use of these keywords and title words is intended so that the documents and publications obtained are more focused on the substance of the intended material, namely about the Anti-Corruption Campaign in Indonesia. Various literature documents obtained from the Google Scholar database were then selected which were related to the Anti-Corruption Campaign. Articles related to campaign activities but not related to anti-corruption activities were excluded from the list. Next, the selected list is saved in RIS format so that it can be processed with the Mendeley Desktop application.

Articles that have been collected and opened in the Mendeley Desktop application are then checked for data, especially in the author keywords section. This needs to be done because bibliometric analysis will utilize author keyword data in each article. In general, literature documents obtained from the Google Scholar database do not contain complete author keywords. To complete the author keywords, all articles that have been loaded on Mendely Desktop need to be opened one by one. The keywords obtained are then input into the author keyword section in Mendeley Desktop. At this stage, the author enters keywords manually if the existing article cannot be downloaded by referring to the existing article title. In general, the stages of bibliometric analysis in this research are the same as Adhania and Nurdin's (2022) research, which includes determining keywords, searching for literature in the Publish and Perish applications, validating articles, and data analysis using the VOSviewer application.

2.Results and Discussion Diskusi Dan Pembahasan

Literature documents about anti-corruption campaigns were obtained from the Google Scholar database which was downloaded using the Publish or Perish application created by Harzing from time to time until 2022. In the initial step of searching with the keywords 'anti-corruption campaign' and the title words 'campaign', 134 academic documents were produced. originating from 2004 to 2022. The next step is to determine articles that are related to campaigns, especially anti-corruption campaigns. Based on this step, a literature document of 38 articles was obtained. The article that received the most citations was entitled 'Women in the anti-corruption campaign' written by Permana F. Y. The following is a list of 38 literature documents analyzed in this research.

Author's Name	Title
Reski, B., Soleha, D. Q., & Azzahra, P.	Kampanye pendidikan anti korupsi.
Nugraha, D., Suyitno, S., & Ashton, E.	The Campaign to Remove Si Kancil from Indonesian Schools (Kampanye Hapus Si Kancil dari Sekolah Indonesia).
Tawakkal Baharuddin, Salahudin, Sjafri Sairin, Zuly Qodir, Hasse Jubba	Kampanye Antikorupsi Kaum Muda melalui Media Sosial Twitter.
Sitompul, C. G.	Strategi Komunikasi Antikorupsi di Masa Pandemi (Kampanye Digital Anti-Corruption Film Festival 2020).
Meidiana, A.	Kampanye Sosial Pendidikan Antikorupsi Melalui Permainan Game Edukasi "Semai" Bagi Warga'Aisyiyah Di Kelurahan

	Cirendeu Tangerang Selatan.
Laksana, M. T. A.	Kampanye upaya pemberantasan korupsi dalam program Jaksa Menyapa melalui media televisi: Analisis deskriptif program Kejaksaan RI.
Saribu, V. N. D.	Slacktivism sebagai Ruang yang Efektif bagi Kampanye Pendidikan Anti Korupsi di Kalangan Mahasiswa.
Samuel Balimula, Prayanto Widyo Harsanto, Rebecca Milka Natalia Basuki	Perancangan Kampanye Media Sosial Tentang Nilai-Nilai Antikorupsi Untuk Anak-Anak Sekolah Dasar Di Surabaya.
Permata, S., & Avianto, L.	Strategi Komunikasi Pencegahan Korupsi Melalui Film Pendek (Studi Kasus Kampanye Anti-Corruption Film Festival ACFFEST 2018).
Susanto, A. W.	Pesan Anti Korupsi Di Media Kampanye Calon Legislatif Dprd Kota Malang Pada Pemilu Legislatif 2019 (Analisis Semiotika Roland Barthes Pada Media Kampanye Caleg Dprd Kota Malang).
Paramayuga, D.	Street art sebagai media kampanye anti korupsi.
Diana, A.	Proses pelaksanaan Sekolah Anti Korupsi (Sakti) oleh Malang Corruption Watch (MCW) dalam upaya kampanye pendidikan anti korupsi di Malang Raya.
Priambodo, D.	Peranan desain komunikasi visual dalam perancangan kampanye sosial upaya pemberantasan korupsi di Indonesia.
Yusuf, K.	Kampanye Antikorupsi Melalui Media Sosial.
Putri, M. A. S.	Peran Hubungan Masyarakat Komisi Pemberantasan Korupsi Pada Program Kampanye Anti Korupsi Melalui Social Media KPK.
Mongdong, L. E.	Perancangan visual kampanye anti korupsi di kalangan anak muda usia 18-25 tahun di Jabodetabek (DKV-2422)
Efrinal, G. T.	Pengaruh Kampanye Komunikasi Antikorupsi Terhadap Integritas Siswa: Studi pada program "Kami Sekolah Jujur" di SMAN 3 Kota Bogor.
Permana, F. Y.	Perempuan dalam Kampanye Antikorupsi Studi Kasus Gaya Komunikasi Agen SPAK (Saya Perempuan Anti Korupsi) pada Dharma Wanita Persatuan Kementerian Agama.
Permana, F. Y.	Perempuan dalam kampanye antikorupsi.

Fathah, S.	Perancangan Kampanye Digital Anti Korupsi Waktu Pada Siswa Siswi SMA.
Diah Kusumawati Rukminingtyas, Muhammad Sulhan	Manajemen Kampanye Sosial tentang Perilaku Antikorupsi:(Studi kasus Manajemen Kampanye Sosial tentang Perilaku Antikorupsi Gerakan Saya Perempauan Anti Korupsi (SPAK) Periode April 2014-April 2016)
Kusumawati, D.	Manajemen Kampanye Sosial tentang Perilaku Antikorupsi (Studi Kasus Manajemen Kampanye Sosial tentang Perilaku Antikorupsi Gerakan.
Saputro, S.	Pembuatan Video Kampanye Anti Korupsi Berbasis Animasi 3 Dimensi Untuk Pelajar.
Marsya, A.	Perancangan Game Sebagai Media Kampanye Anti Korupsi Untuk Remaja.
Pamungkas, S.	Potret Perilaku Korupsi Dalam Film Kita Versus Korupsi (KvsK) Sebagai Media Kampanye Anti Korupsi.
Adiningsih, M. R.	Representasi anti korupsi dalam pesan-pesan kampanye icw (studi semiotik terhadap video klip lagu "mafia hukum" grup band navicula).
Chaslim, P.	Program desain komunikasi visual pada kampanye gerakan anti korupsi bertema berani jujur hebat.
Rosidah, A. L., & Respati, W.	Strategi Komunikasi Pemasaran Terpadu Kampanye Antikorupsi Komisi Pemberantasan Korupsi Indonesia.
Murdowo, R. T.	Iklan Layanan Masyarakat (Ilm) Kampanye Gerakan Anti Korupsi Pada Generasi Muda Kota Surakarta Melalui Desain Komunikasi Visual.
Hiasyah, A.	Kampanye Komunikasi Publik.
Eka, K.	Kampanye Anti Korupsi Sejak Remaja.
Kurniawati, N.	Perancangan komunikasi visual: buka pendidikan anti korupsi untuk mendukung kampanye sosial anti korupsi sejak dini.
Prabumi, V.	Perancangan kampanye sosial Perilaku Anti Korupsi sejak Remaja.
Maulidina, A.	Iklan kampanye politik Partai Demokrat versi" Katakan Tidak! Pada Korupsi": analisis semiotik pada harian Jawa Pos edisi Senin, 02 Maret 2009.
Renoditiya, M.	Kampanye Jujur Untuk Anak-Anak (6-9 Tahun).
Subekti, E.	Tindak tutur dalam iklan kampanye legislatif partai politik di

	media televisi tahun 2009.
Stephanus, R.	Kampanye sosial Anti Korupsi.
Ibrahim, I. S.	Kampanye Publik tentang Antikorupsi.

Based on Figure 3, it is known that the number of research and/or publications related to the Anti-Corruption Campaign in Indonesia fluctuated from 2004 to 2022. The highest number of research and/or publications was in 2019, namely 6 or 15.79%, but in 2005, 2007, 2008 and 2012, no literature documents on the Anti-Corruption Campaign in Indonesia were found from the Google Scholar database. Therefore, it is recommended that similar research in the future use additional databases such as the Scopus or Web of Science databases to be able to complete the research data and/or publications that are still empty in certain years.
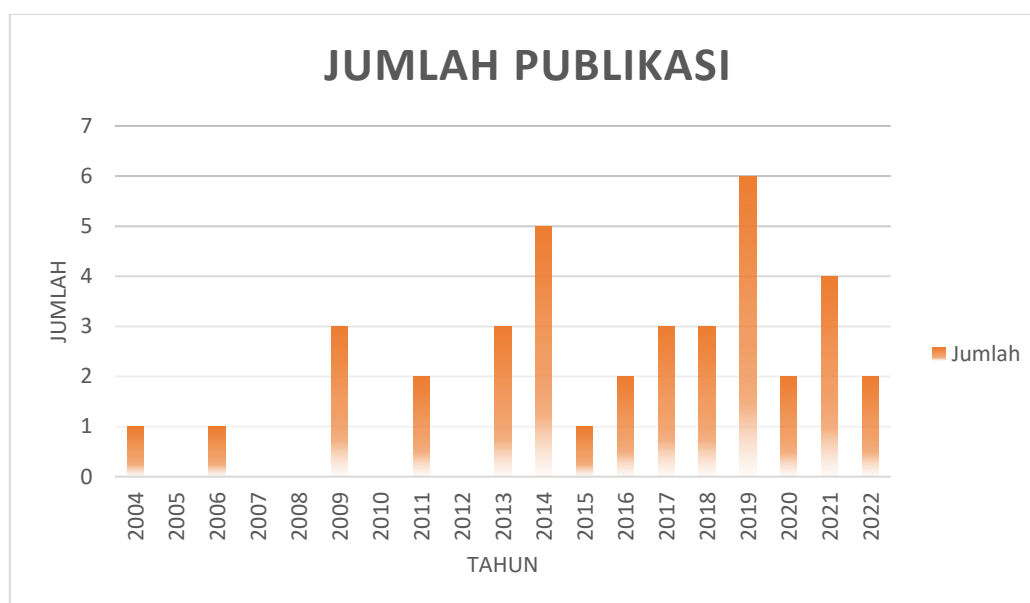

Figure 3. Number Researchs Data

Furthermore, according to Figure 4, the type of Anti-Corruption Campaign literature research document that appears most often in the Google Scholar database from 2004 to 2022 is thesis, namely 12 or 31% of the total 38 documents. There are 11 articles that have been published in journals or 29%.
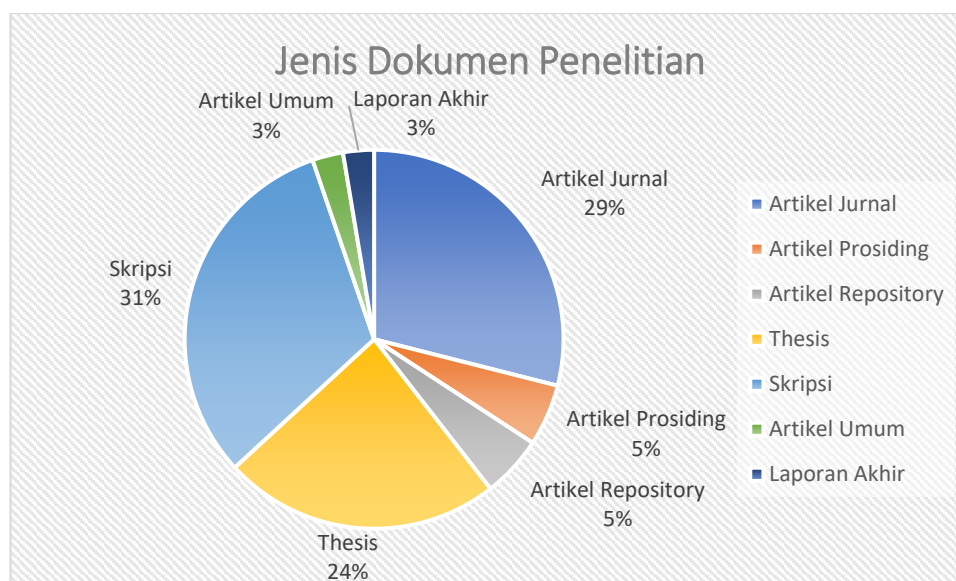
Figure 4. Types of Research Documents

In detail, according to Figure 5, most research results or articles are still stored in repositories owned by the campus. For journal publishers, all of them come from Indonesia. One interesting thing is that none of the research documents and/or publications on the Anti-Corruption Campaign come from the journal owned by the Corruption Eradication Committee (KPK), namely the Anti-Corruption Journal as one of the institutions that has the authority to take action to prevent corruption in Indonesia. This could be because journals with identical themes published in the Anti-Corruption Journal use other forms or terms related to corruption prevention measures in Indonesia.
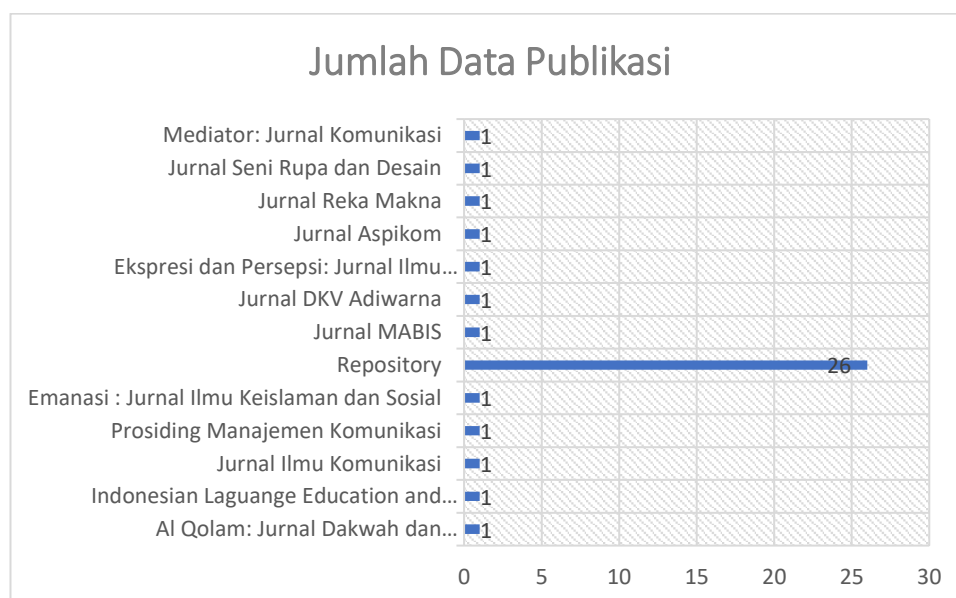

Figure 5. Publication Data

Based on Bibliometric Analysis with the VOSviewer application, there are 14 clusters or groups resulting from 86 keywords. The following is the Cluster table resulting from data analysis:

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Cluster	Item
1	iklan kampanye, legislatif, media, partai politik, pemilu, semiotika, televisi, tindak tutur
2	jaksa menyapa, konstelasi, korupsi, masyarakat, media televisi, pemberantasan, perlawanan, seni jalanan
3	antikorupsi, game edukasi, indonesia, malang coruption watch, pendidikan, sekolah anti korupsi, warga
4	berani jujur, desain komunikasi visual, generasi muda, hebat, iklan, kampanye politik, KPK
5	digital, informatif, integritas, kampanye komunikasi, perilaku, persuasif, sma
6	gerakan anti korupsi, kampanye digital, mahasiswa, nilai integritas, pencegahan korupsi, slactivisme
7	desain, kampanye sosial, komunikasi visual, manajemen, pendidikan anti korupsi, sejak dini
8	analisis wacana kritis, citra perempuan, digital media, film, strategi komunikasi
9	ekspresi politik, kaum muda, korupsi Indonesia, partisipasi kreatif, twitter
10	kampanye anti korupsi, media sosial, nilai nilai, peran masyarakat, sekolah dasar
11	gaya komunikasi, gerakan spak, perempuan, strategi kampanye
12	anak-anak, kampanye, kampanye jujur
13	animasi, pelajar, video
14	cerita rakyat, dongeng, kisah penipu
15	game, remaja, sosial
16	kampanye publik, publik
17	lagu, video klip
18	anak muda, visual

Regarding the use of communication media, based on the Co-occurrence analysis (Figure 6) produced from the VOSviewer application, it can be seen that the Anti-Corruption Campaign in Indonesia has used various media such as film, art, songs, animation, video, Twitter, advertisements and social media. With the variety of audiences, of course, different media are needed according to the characteristics of the target audience. The use of various media in communication activities, especially those related to campaigns, can of course broaden the scope of the target audience so that the objectives of the Anti-Corruption Campaign activities can be more optimally achieved.
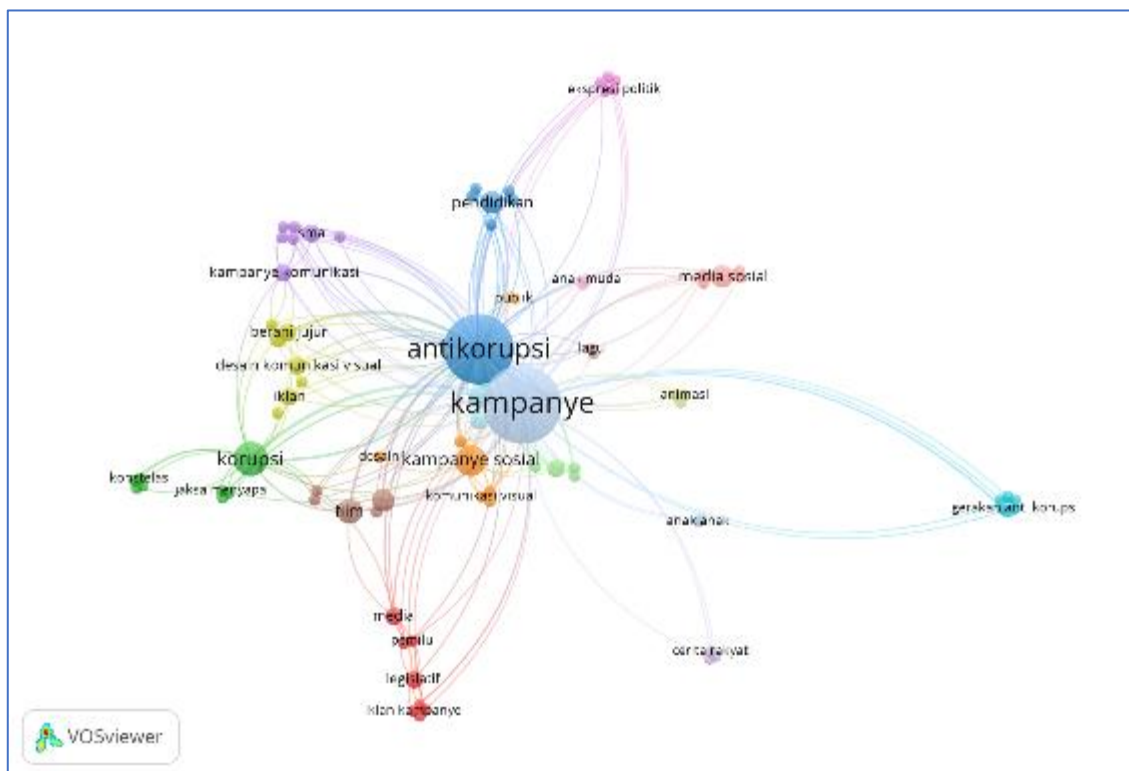
Figure 6. Co-occurence Analysis (Network Visualitation)

Furthermore, regarding audience coverage, information was obtained that the Anti-Corruption Campaign has covered several audience categories such as high school, children, young people, young people, women, students and the community. Explicitly, almost all audience categories have been targeted by the campaign, however, it is still lacking in some audiences that are vulnerable to acts of corruption, for example village communities in relation to the use of village funds which are quite large in value. With so many cases of misuse of village funds, this could be the object of further research regarding Anti-Corruption Campaign activities aimed at village communities.

Another interesting thing is related to communication strategy. Explicitly, some of the Anti-Corruption Campaign activities have used communication strategies, but the portion or intensity has not been significant (Figure 7). Communication strategy is of course very important in the process of carrying out communication activities, especially communication carried out by the government. It can be seen that the communication strategy is only connected to the keywords campaign, anti-corruption, film and digital media. With a good communication strategy, optimal communication goals can be achieved. This can be an object of more in-depth research to look at the use of communication strategies in Anti-Corruption Campaign activities which use other forms of media besides film and digital media and which are aimed at most audience categories.

Figure 7. Co-occurence Analysis (Network Visualitation)

Furthermore, the words that often appear in Anti-Corruption Campaign activities in Indonesia from 2004 to 2022 in the Google Scholar database are campaign, anti-corruption, corruption, social campaign, and film. This has meaning for practitioners and researchers of the Anti-Corruption Campaign. For practitioners, campaign activities can be expanded with various other forms of media, while researchers can expand their research to other things that have not yet been touched on too much, for example the Anti-Corruption Campaign which involves legislature, animation, songs or young people as seen in Figure 8.

Figure 8. Co-occurence Analysis (Density Visualitation)

4. Conclusions kesimpulan

Using the Google Scholar database, this research shows that the number of research and/or publications related to the Anti-Corruption Campaign in Indonesia fluctuates, even in some years the number was 0 (zero). This of course must be a serious concern for practitioners and researchers so that the number of Anti-Corruption Campaign activities carried out and contained in research documents is stable as a form of ongoing war against corruption. Apart from that, the research results show that Anti-Corruption Campaign activities in Indonesia have used several media and are aimed at several categories of audiences in society. The five words that frequently appear and should be of further concern to researchers are campaign, anti-corruption, corruption, social campaign, and film. Suggestions for further research are to expand the Anti-Corruption Campaign research to several audiences who are at relatively high risk of corruption, for example village communities managing village funds.

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