Who is The Most Popular Presidential Candidate in Indonesia Election Based on Google Trend

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ABSTRACT: Social media plays a significant role in contemporary political marketing. Social media channels provide legislators and party officials a direct avenue to engage with individuals, allowing for efficient communication, campaigning, and the establishment of relationships. Likewise, the act of aligning oneself with certain political groups and actively participating in discussions and interactions with political figures, such as candidates or representatives, is a widespread practice on social media platforms. Political brands have not yet capitalized on the possibilities of social media to develop online relationships, unlike commercial brands. However, they persist in depending on traditional techniques of political advertising on social media channels.

According to the study's results, Jokowi remains a very popular political figure with the ability to have a substantial impact on Prabowo Gibran, the presidential contender associated with him. Prabowo Gibran personally achieved this by effectively promoting these earnings via various internet platforms. Conversely, AMIN is the rival that has the highest level of enduring appeal. They exhibit no discernible indications of either rising or diminishing their popularity, which means they remain the contender with the highest level of popularity. Ganjar Mahfud is the least popular contender of the three contestants. This is plausible since Jokowi, who really expressed his support for Prabowo Gibran, has a passive impact on the issue.

KEYWORDS: Google Trends, Presidential Election, Digital Political Branding, Digital Marketing, Personal Branding

I. INTRODUCTION

Political branding has emerged as a separate field of study within the realm of marketing for politics (Scammell 2015). Political branding may be described as the strategic use of conventional branding techniques. The use of ideas, theories, and concepts to politics serves the purpose of distinguishing oneself from political rivals and establishing a clear distinction among citizens and political organizations (Harris and Lock 2010). Moreover, the understanding and examination of political brands have made substantial progress in the last two decades after the influential research conducted by Lock and Harris (1996). For instance, it is widely accepted that political parties (at the local, regional, national, and worldwide levels), grassroots movements, politicians, candidates, and campaigns may be seen as "political brands" (Nai and Martinez 2019).

Political brands are intricate and often intricate entities created to distinguish themselves from competitors. Moreover, political brands are sometimes challenging to implement in practice. However, political brands may be seen as a combination of three essential components: the party, its leader, and its program (Butler et al., 2011). Jain & Ganesh (2019) explicitly examined the significance of the legitimacy of the brand image of party leaders, with a specific emphasis on India's Prime Minister Narendra Modi. Their study used additional research to examine that social media branding is frequently used to establish a credible, honest, and personable political brand image. Jain and Ganesh (2019) said that party leaders should regularly evaluate the crisis management plan and embrace an integrated co-constructed multistakeholder approach to cultivate a political brand image in the thoughts of voters. Moreover, they argue that to establish a trustworthy and coherent political brand image, both practitioners and politicians need not only adopt a professional demeanor but also convey modesty, individual traits, and relatable charisma.

The examination of the individual attributes of political brands is becoming a widely discussed subject in the field of political marketing-branding. Armannsdottir, Carnell, and Pich (2019) examined the formation and evolution of personal political brand

identities among Icelandic Parliamentarians, focusing on the viewpoint of the politicians themselves as brand creators. Armannsdottir conducted their study based on the notion of personal branding. This concept is derived from the perception management literature and aims to enable people to actively control a positive identity and convey desired impressions contended that individual political brands must convey a genuine and unique character, centered on concrete aspects such as appearance, dressing fashion, both online and offline interaction methods, and actions. Additionally, intangible elements such as real-life experiences, skills, values, and personality traits are also crucial. The process of building personal brand identity served as the basis for developing a theoretical model called the Personal Political Branding Appraisal Framework. This framework can be utilized to regularly assess and enhance the current identity of politicians as well as other political figures, enabling them to cultivate their desired personal political brands.

Since Barack Obama's victory in the 2008 U.S. presidency election, there has been widespread acknowledgement of the significance of social media, particularly Facebook, as crucial instruments in contemporary political campaigns. Similarly, in other regions of the world, a recent study comparing 12 European countries found that campaign managers consider Facebook to be the third most crucial tool for professional campaigns. It is ranked below having a presence on television and engaging in direct contact (Štětka, Lilleker, Tenscher, and Jalali, 2014). What are the key factors that contribute to the significance of Facebook in campaigns? A minuscule fraction of voters follow most politicians on Facebook (Vaccari and Nielsen, 2013). Using Facebook, the politician's message reaches a dual audience that is neither limited nor entirely unrestricted. The size and engagement of a niche audience directly impact the extent to which politicians can reach a wider audience via their followers. The objective of successful political engagement on Facebook is to influence the degree of conversation among followers.

The study of online politics has consistently focused on interactivity, but different methodologies have defined and analyzed it in varying ways. Nevertheless, the driving force behind this has mostly been the normative aspiration for democratic revitalization. Numerous experts had the expectation that the internet will serve as a miraculous solution to the challenges faced by contemporary democracies (Stromer-Galley, 2000). One of the anticipated benefits was the enhancement of direct connection between politicians and voters. Contrary to this anticipation, empirical data has shown that the internet has not really promoted more connection amongst voters and politicians. Historically, politicians have mostly used the internet for communication that is top-down in an information-centric manner (Lilleker & Koc-Michalska). Empirical evidence indicates that politicians strategically tailor their communication approach to prioritize their own political agenda of winning elections, rather than adhering to a normative ideal. The terrain has continued to adhere to conventional political practices (Margolis and Resnick, 2000).

II. RESEARCH FRAMEWORK

There has been a rise in interest in political brands for several reasons, such as increasing concerns about important issues, unpredictable voting patterns, and the adoption of marketing strategies by political parties. This has led researchers to analyze politics from a branding perspective. Branding enables political parties to gather information about voters' preferences and choices. This information is then used to create political statements, advertising strategies, and party manifestos that aim to improve people' favorable perception of the parties. On the other side, it furthermore enables voters to assess the political reputation before to making their voting decision. Yet, the extent of electoral options is contingent upon the level of engagement, participation, and involvement of voters in the electoral system.

The political brand has been considered like the typologies of commercial brands (Brenan and Henneberg, 2008) that help in enhancing the understanding of brand and voter behavior. This also helps in aligning the political brand with the preferences of customers to accomplish the intended outcomes. The notion of branding in politics is essential for both pragmatic and theoretical purposes. The practical considerations are related to the economic and social costs connected with making an election decision. This assertion is substantiated by the correlation between the affluence and advancement of a complete country and the elected administration together with its policies. Likewise, the potency of political parties is linked to their comprehension of electoral requirements and preferences.

Social Media is Important

Social media play a crucial role in modern political marketing. Social media platforms provide politicians and party leaders with a direct means of reaching people, enabling them to effectively communicate, campaign, and establish connections. Similarly, adhering to political factions, political engagement with political brands, which refers to candidates or elected officials, is a prevalent activity across social media (Newman et al., 2017). Political brands, in contrast to commercial brands, have not effectively used the full potential of social media to establish online connections. Instead, they continue to rely on conventional

methods of political marketing on social media platforms (Abid et al., 2019). The result indicated above has been verified in many scenarios in North America and Europe.

According to scholars, the primary reason for public engagement on Facebook is expressive impulses (Rosenberg and Egbert, 2011). The acts, emotions, and interactions serve as mechanisms for self-presentation and the establishment and negotiation of one's identity (Zhao et al., 2008). Political actions are inherently connected to these expressive reasons in addition (Marichal, 2013). Engaging in political activity on Facebook allows users to openly express, demonstrate, and discuss their political identity within their own network of connections. (Svensson, 2011). The responses of followers to a politician's tweets may not be authentic since they coincide with an activity taking place inside her ego-network. The recipient of the reply being the politician is not readily apparent. Hence, inside Facebook conversations, the distinction between action and response becomes indistinct. The responses expose the initial interactive scenario to additional audiences, thus, a politician who desires extensive visibility should strive to maximize this networked interaction.

Only a limited number of recent research investigate the specific sort of material that might influence the level of engagement among followers. In a study conducted by Larsson (2014), the investigation focused on the Facebook sites of Norwegian political figures throughout the 2013 campaign. The findings revealed that the most popular forms of post were critical and recognition in nature. In 2013, Bronstein conducted a study that analyzed the rhetorical techniques used and the resulting responses on the Facebook sites of the two candidates in the 2012 U.S. national election.

The Engagement Aspects

According to Aman Abid's research from 2020, there are seven specific components that characterize the contact between a politician and voters in terms of marketing. Bonding is the first item to consider. According to Callaghan et al. (1995), bonding is the process of two entities working together in a coordinated manner to accomplish a certain goal. According to Sin et al. (2006) and Sin et al. (2002), the process involves cultivating a sense of inclusion and liking for the connection, keeping frequent contact, working closely together, and having a focus on the long term. According to Hajli et al. (2017), the use of social media platforms speeds up the process of working together, which in turn makes the process of building relationships more effective. Furthermore, the act of sharing personal information on social media platforms fosters one-sided relationships between those who follow others and those who are being followed (Chung & Cho, 2017). This is because the act of revealing personal information increases the sense of closeness and connection that exists between individuals.

Trust is the second aspect to consider. According to Morgan and Hunt (1994), which can be found on page 23, trust is defined as an individual's conviction in the reliability and honesty of their partner in a transaction. In the discipline of political science, trust is a component that has been thoroughly researched and investigated. The deterioration of political trust is a cause for worry since trust is an essential component for the successful operation of democratic systems and governmental systems. In Australia, there is a strong trend in which the general populace has a particularly low degree of faith in political brands (Koziol, 2017). This is a significant tendency. According to research conducted by Habibi et al. (2014), involvement in relational activities, such as the establishment of online brand communities, leads to an increase in the level of trust that consumers have in a brand.

Communication is the third component to consider. According to Palmatier et al. (2006), effective communication leads to improved relationships, consumer loyalty, successful collaborations, trust, devotion, and happiness among individuals. In both the discipline of political philosophy and the field of political marketing research, the study of political communication continues to be an important issue. As stated by Flanagin and Metzger (2014), the capacity to govern, administrate, and execute programs may not be as important for a politician as their ability to communicate effectively with constituents. According to Lees-Marshment (2014), candidates and political parties are required to adopt an interactive approach that encourages user-generated material and discussion when using social media. This is in contrast to traditional mediums when it comes to communication.

The term "forth" refers to a collection of views and values that are shared by a large number of people and are generally accepted. When partners have comparable perspectives on major or inconsequential actions, aims, and policies, as well as what is regarded appropriate or inappropriate, and what is considered right or wrong, this is referred to as shared values (Morgan & Hunt, 1994, p. 25). Shared values represent the degree to which partners have similar views. According to O'Shaughnessy (2004), the relevance of particular issues and policies is overshadowed by the significance of shared values, which play a major role in modern politics. At the same way as every commercial brand (Zhang & Bloemer, 2008) has certain values, every political brand also has those ideals. As an excellent example, consider the two distinct political parties that exist in the United States of America, each of which represents a different set of shared values. In addition to pushing for free-market economy, the Republican Party is a party that reflects traditional, Christian, and conservative beliefs. When compared to the Republican Party, the Democratic Party places a higher emphasis on economic fairness, racial and gender equality, and environmental protection.

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The concept of reciprocity is the fifth principle. According to Callaghan et al. (1995), reciprocity requires one party to make concessions to the other party in return for the possibility of further concessions being achieved in the future. According to Alrubaiee and Al-Nazer (2010), the act of providing a gift to customers might be considered an example of reciprocity. It is difficult to operationalize reciprocity in political marketing because of the open nature of political commerce, which suggests that there is an imbalance in the reciprocity that is being offered. This is due to the fact that the transaction that takes place between voters and the brands of politicians is neither immediate nor consistent (Hoppner et al., 2015).

Compassion is the sixth quality that is possessed. According to Kemp et al. (2017), the use of empathy is commonplace in the field of marketing and advertising. According to Callaghan et al. (1995), empathy helps the persons engaged in a relationship to get insight into the perspective of the other person by actively attempting to grasp the other person's goals and desires. Additionally, Guzmán and Sierra (2009) found that political candidates who exhibited empathy were more likely to be successful. Additionally, as shown by Feinberg and Willer (2015), exhibiting empathy is an effective method for accomplishing the goal of political persuasion.

To achieve harmonious conflict resolution, the seventh principle must be reached. For Robey et al. (1989), on page 1174, the term "conflict resolution" refers to the extent to which disagreements are addressed via the process of achieving an agreement and attaining a consensus. Even though there hasn't been a lot of study done on conflict resolution in the context of politics, political brands could be able to reap benefits by building dispute resolution strategies. This is due to the fact that the settlement of conflicts is intimately tied to the success of relationships, the commitment of partners, and the level of performance that they exhibit (Blumenberg et al., 2008). According to Gunarathne et al. (2017), consumers are increasingly using social media platforms to express their assessments, submit complaints, and anticipate replies to their concerns.

Brand Persona

The use of the paradigm that was created by Aaker (1997) in this particular case sheds light on the effect that the personality of the brand has on the perceptions and decisions of voters. According to the definition provided by Aaker's work, brand personality is essentially a representation of the anthropomorphic aspects or characteristics that are associated with a brand. Within the arena of politics, a candidate adopts the role of a brand, with their look, connections, and proposed policies functioning as representations of their brand personality.

'Brand personalities' can now be created, analyzed, and communicated in a more dynamic way than ever before because to the proliferation of social media platforms, which have become the key venue for political campaigns in Kuwait. According to Al-Otaibi and Fraihat (2016), the relevance of social media was highlighted during the legislative elections that took place in Kuwait in 2012. Candidates were able to successfully communicate with the voting community by using platforms such as Twitter. A significant contribution was made by these platforms in the process of developing the brand image of politicians by providing them with the opportunity to emphasize attributes that resonate with voters.

It is possible for a politician to portray themselves on social media as "honest" and "down-to-earth" in order to attract the attention of those who place a high value on authenticity and integrity. It is possible for them to disseminate posts and videos that match to these traits, so expressing a unique company identity. Through the cultivation of encouragement from voters who connect with these projected traits, Aaker's thesis suggests that the strategic projection of brand personality may have a major influence on the behavior of voters.

The Aaker model proposes that brands may be seen as having a "personality" that is comprised of a set of characteristics that are characteristic of humans. As part of the process of defining brand personality, Aaker outlined the following five different elements: The qualities of sincerity, excitement, competence, sophistication, and tenacity are essential. Every one of the dimensions is made up of a collection of interrelated qualities that, when taken as a whole, determine the character of the brand under consideration. The application of Aaker's notion to political campaigns is a field that has not been thoroughly investigated. In conventional product branding, consumers create a connection with a brand by connecting it with certain personality traits (Aaker, 1997). This allows the company to generate awareness among consumers. In a similar vein, it is possible to suggest that voters build a connection with political candidates largely based on the perceived personality qualities of the candidates, therefore basically creating a brand for the politician (Caprara & Zimbardo, 2004). Within the context of this framework, the method in which a candidate communicates, the policy positions they take, and the personal image they present on social media platforms may all contribute to the formation of their brand identity.

III. METHODOLOGY

The research was carried out utilizing a quantitative methodology, collecting data from Google Trend as the primary source of information. The information refers to trends that were noticed in Indonesia and covers the time period beginning on October 1,

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2023 and ending on February 4, 2024. It was determined that the names of the presidential and vice-presidential candidate pairs, as well as the name of the current president, Joko Widodo, were the source of four keywords that were investigated. Ganjar Mahfud, Prabowo Gibran, and AMIN (Anies and Muhaimin) are the keywords that have been stated.

There was a total of 508 daily data points that were extracted from the 127 days of data that were analyzed. The information that was gathered is given in the form of a popularity index that ranges from 0 to 100. In Indonesia, a higher index value implies that the volume of keyword searches is more frequent than in other countries. Following that, the data were subjected to analysis using the mean curve approach in order to determine the stages of growth and decay that were present in the trend that was observed.

IV. RESULT AND DISCUSSION

This research uses keyword popularity data taken from Google Trend, one of the largest search applications in the world. The data obtained is in the form of daily popularity data which is then processed to get a monthly average.

Researchers attempted to look at the monthly average indicators based on the data that was gathered from 127 days of indicators. The purpose of this would be to get a basic understanding of the changes that have taken place in digital media in relation to the attention that the public has paid to candidates. While this was going on, President Jokowi was included as one of the factors that were taken into consideration since he had already stated his support for one of the candidates. Specifically, the researcher is interested in determining the impact that he has on the popularity of the candidate pairings that he supports in this context. Since the identities of the candidates for president and vice president were not decided upon until November 13, 2023, this information was collected in October of that year. When it comes to popularity, Jokowi has the top place on a daily and monthly average, followed by AMIN, whose movements are consistent. Jokowi is the most popular presidential candidate.

Table 1. Popularity Daily Data

Day	Prabowo Gibran	AVR	Ganjar Mahfud	AVR	AMIN	AVR	Jokowi	AVR
2023-10-01	2		1		16		27	
2023-10-02	0		1		17		30	
2023-10-03	0		0		14		30	
2023-10-04	0		0		15		27	
2023-10-05	0		0		14		27	
2023-10-06	0		1		14		25	
2023-10-07	0		0		14		25	
2023-10-08	3		0		16		24	
2023-10-09	3		0		16		26	
2023-10-10	7		1		16		24	
2023-10-11	7		0		16		24	
2023-10-12	7		0		16		24	
2023-10-13	9		0		15		26	
2023-10-14	7	19,87	0	7,55	16	18,13	31	45,10
2023-10-15	5		1		22		29	
2023-10-16	14		0		17		42	
2023-10-17	13		5		15		44	
2023-10-18	27		83		21		55	
2023-10-19	18		30		26		44	
2023-10-20	24		14		22		41	
2023-10-21	78		13		21		65	
2023-10-22	79		11		22		80	
2023-10-23	75		12		25		83	
2023-10-24	41		9		22		83	
2023-10-25	64		9		25		100	
2023-10-26	40		9		20		91	

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Date								
2023-10-27	30		8		18		66	
2023-10-28	17		7		18		52	
2023-10-29	16		9		18		47	
2023-10-30	15		5		16		61	
2023-10-31	15		5		19		45	
2023-11-01	9		3		16		43	
2023-11-02	9		3		16		40	
2023-11-03	9		3		15		39	
2023-11-04	9		2		16		38	
2023-11-05	8		3		16		32	
2023-11-06	14		5		16		35	
2023-11-07	11		5		15		43	
2023-11-08	9		3		15		39	
2023-11-09	9		3		16		37	
2023-11-10	8		3		14		35	
2023-11-11	8		3		14		35	
2023-11-12	10		3		18		42	
2023-11-13	7		3		17		33	
2023-11-14	12		7		47		38	
2023-11-15	17	9,40	7	3,80	31	19,93	35	32,93
2023-11-16	10		4		17		30	
2023-11-17	8		5		18		28	
2023-11-18	7		3		16		29	
2023-11-19	9		4		18		29	
2023-11-20	9		5		17		28	
2023-11-21	9		3		27		29	
2023-11-22	9		3		29		27	
2023-11-23	9		4		22		34	
2023-11-24	11		4		20		30	
2023-11-25	9		3		19		29	
2023-11-26	7		2		23		24	
2023-11-27	8		4		26		23	
2023-11-28	10		5		24		27	
2023-11-29	9		4		21		27	
2023-11-30	9		5		19		30	
2023-12-01	10		3		21		30	
2023-12-02	9		3		19		26	
2023-12-03	7		3		26		26	
2023-12-04	7		3		24		29	
2023-12-05	9		3		22		28	
2023-12-06	8		5		21		32	
2023-12-07	6	11,52	3	6,97	21	23,06	28	31,26
2023-12-08	8		3		22		30	
2023-12-09	7		3		22		27	
2023-12-10	9		3		25		29	
2023-12-11	11		4		22		31	
2023-12-12	15		7		24		42	
2023-12-13	18		12		24		42	

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Date								
2023-12-14	13		9		20		31	
2023-12-15	13		9		23		32	
2023-12-16	15		8		16		32	
2023-12-17	13		8		16		28	
2023-12-18	9		8		17		25	
2023-12-19	11		7		20		27	
2023-12-20	11		6		23		29	
2023-12-21	11		7		24		27	
2023-12-22	20		14		28		46	
2023-12-23	22		11		25		41	
2023-12-24	14		9		27		34	
2023-12-25	14		10		23		34	
2023-12-26	13		9		21		32	
2023-12-27	10		8		28		36	
2023-12-28	12		8		39		32	
2023-12-29	13		10		27		28	
2023-12-30	9		9		21		29	
2023-12-31	10		11		24		26	
2024-01-01	11		7		22		27	
2024-01-02	10		8		20		33	
2024-01-03	10		9		20		36	
2024-01-04	10		8		20		28	
2024-01-05	10		7		18		31	
2024-01-06	10		9		20		33	
2024-01-07	18		10		25		49	
2024-01-08	23		12		22		66	
2024-01-09	24		11		23		62	
2024-01-10	25		8		24		58	
2024-01-11	22		9		25		49	
2024-01-12	23		9		20		45	
2024-01-13	20		8		21		42	
2024-01-14	17		10		22		38	
2024-01-15	15	18,48	7	9,55	19	23,10	39	45,87
2024-01-16	16		8		20		48	
2024-01-17	15		8		21		44	
2024-01-18	15		9		23		42	
2024-01-19	15		7		23		34	
2024-01-20	15		9		21		38	
2024-01-21	29		14		27		55	
2024-01-22	24		14		26		50	
2024-01-23	22		10		24		49	
2024-01-24	21		10		25		62	
2024-01-25	20		9		26		52	
2024-01-26	20		12		27		55	
2024-01-27	24		11		28		51	
2024-01-28	22		11		28		49	
2024-01-29	26		10		25		49	
2024-01-30	22		11		24		52	

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2024-01-31	19		11		27		56		
2024-02-01	20		9		26		56		
2024-02-02	21	26,00	12	14,00	23	27,25	55	60,75	
2024-02-03	30		18		26		66		
2024-02-04	33		17		34		66		

When compared to other candidates, AMIN is one that maintains a consistent level of popularity from one month to the next. The variations in indicators are shown in Table 2. In contrast to Prabowo Gibran, which saw a big decline in November 2023 (9.4) and then experienced a rise of 6.96 points in January, followed by an increase of 7.52 points in February 2024, AMIN has witnessed practically no notable changes. Given this information, it can be deduced that Prabowo Gibran was influenced by the impact of Jokowi's support. Ganjar Mahfud, on the other hand, was able to achieve a huge boost of 4.45 points in February 2024. This was made possible by the fact that several prominent politicians, including Megawati and Ahok, actively talked in the media to express support for them.

Table 2. Monthly Average

Month	Prabowo Gibran	Ganjar Mahfud	AMIN	Jokowi
Oct-23	19,87	7,55	18,13	45,10
Nov-23	9,40	3,80	19,93	32,93
Dec-23	11,52	6,97	23,06	31,26
Jan-24	18,48	9,55	23,10	45,87
Feb-24	26,00	14,00	27,25	60,75

As can be seen from the indicator volume in Figure 1, Jokowi continues to enjoy a great deal of popularity. As a result, it should not come as a surprise that a significant number of Prabowo Gibran's coalition parties are capitalizing on their association with the president. This is possible since the three pairs of candidates use quite similar digital strategy approaches, but with different volumes. This can be seen in the key movements at the beginning of each month, as shown by Figure 1. In general, it is possible to note that the presidential contest that is currently taking place is closely related.
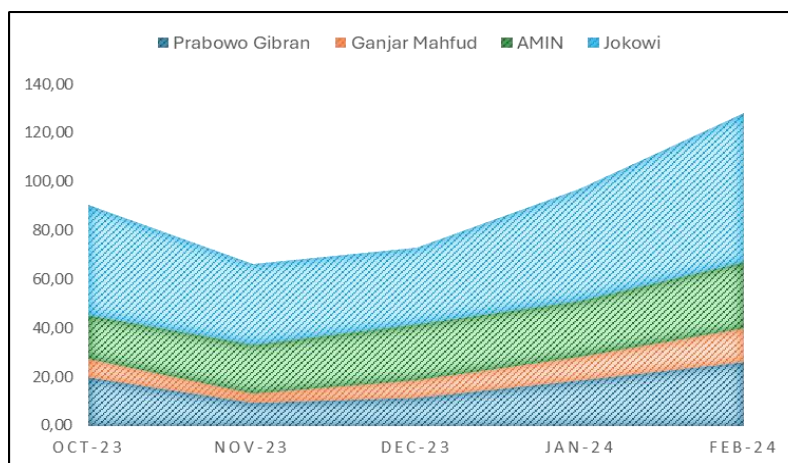

Figure 1. Popularity Movement

When the researchers reached the final stage of their investigation, they attempted to compare the overall average movement of each term. They concluded that Jokowi's average indicator remained the highest, with 43.18, followed by AMIN, which had 22.29. The next person to finish was Prabowo Gibran, who finished in third place with 17.05, and Ganjar Mahfud, who finished in last place with 8.37.

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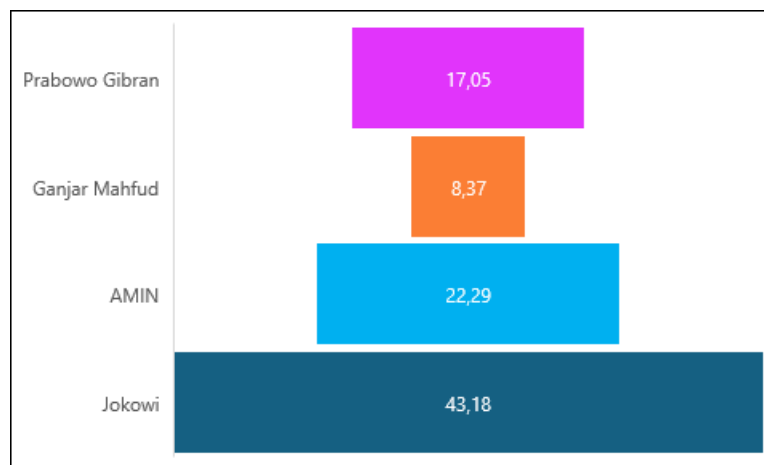

Figure 2. Average Popularity

Based on the information shown in Figure 2, it is possible to draw the conclusion that AMIN is the presidential and vice-presidential candidate combination that had the greatest level of popularity in digital media, particularly on the Google search engine. As far as indications are concerned, AMIN accounts for 51% of Jokowi's popularity. Only 19.3 percent of Jokowi's popularity was garnered by Ganjar Mahfud himself, who was supported by PDIP.

CONCLUSIONS

It is possible to draw the conclusion, based on the findings of the study that has been conducted, that Jokowi is still a political figure who enjoys a high level of popularity and has the potential to have a major influence on Prabowo Gibran, the presidential candidate who is linked with him. This was accomplished by Prabowo Gibran himself, who was successful in accommodating these revenues by boosting their prominence in digital media venues. On the other side, AMIN is the competitor that has the most consistent popularity. They do not show any noticeable signs of increasing or decreasing their popularity, and they continue to be the candidate that has the most popularity. The candidate with the lowest popularity among the three candidates is Ganjar Mahfud. This is conceivable because Jokowi, who genuinely pledged his support to Prabowo Gibran, has an indirect impact on the situation. The fact that Jokowi was a member of the PDIP party (a party that supports Ganjar Mahfud) up to the time that this article was published should be understood.

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