

## JOE BIDEN VICTORY IN THE 2020 UNITED STATES PRESIDENTIAL ELECTION: LITERATURE REVIEW

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**ABSTRACT.** The impact of the COVID-19 pandemic on the 2020 US presidential election is worth watching. Also, who wins the US presidential election will influence US foreign and international policy. This research aims to examine the 2020 US Presidential Election, focusing on Joe Biden's victory. The author uses Scopus sources, which are analyzed using VOS viewer, NVivo, SWOT, Literature Review, and political communication theory, resulting in the peak of Joe Biden's research in Scopus in 2023 experiencing a decline. The author also finds the involvement of Russian researchers who analyze Joe Biden, where these two countries have been rivals for a long time. Joe Biden and his vice president are political actors who have successfully delivered their political campaigns against Donald Trump and his vice president, Mike Pence. Joe Biden overcame the threat during his campaign by maximizing his power using persuasive speeches, social media, in-person campaigning, and powerful appeals to influence and persuade audiences.

**Keywords:** Joe Biden; Donald Trump; Bibliometrics; SWOT; US Presidential Election

**ABSTRAK.** Dampak pandemi COVID-19 terhadap pemilu presiden AS tahun 2020 patut diwaspadai. Selain itu, siapa yang memenangkan pemilihan presiden AS akan mempengaruhi kebijakan luar negeri dan internasional AS. Penelitian ini bertujuan untuk mengkaji Pemilu Presiden Amerika Serikat tahun 2020 dengan fokus pada kemenangan Joe Biden. Penulis menggunakan sumber Scopus yang dianalisis menggunakan VOS viewer, NVivo, SWOT, Literature Review, dan teori komunikasi politik sehingga menghasilkan puncak penelitian Joe Biden di Scopus pada tahun 2023 mengalami penurunan. Penulis juga menemukan keterlibatan peneliti Rusia yang menganalisis Joe Biden, dimana kedua negara ini sudah lama menjadi rival. Joe Biden dan wakil presidennya merupakan aktor politik yang sukses menyampaikan kampanye politiknya melawan Donald Trump dan wakil presidennya, Mike Pence. Joe Biden mengatasi ancaman tersebut selama kampanyenya dengan memaksimalkan kekuasaannya melalui pidato persuasif, media sosial, kampanye tatap muka, dan daya tarik yang kuat untuk mempengaruhi dan membujuk khalayak.

**Keywords:** Joe Biden; Donald Trump; Bibliometrik; SWOT; Pemilihan Presiden AS

### INTRODUCTION

The economic and military weight of the United States is another source of its privilege. If the United States remains the most potent nation, there is reason for it to regulate the global production of goods collectively. This function requires an expansive definition of the national interest rather than a narrow concentration on free riding. The American leadership has significantly contributed to various military and economic product domains. The United States Navy, for instance, played a crucial role in upholding the Law of the Sea and defending the freedom of navigation. During the 2008-2009 financial crisis, the Federal Reserve demonstrated the value of a last-resort lender (Nye, 2019).

The 2020 presidential election was marked by a close race between the two leading candidates, reflecting the profound societal divisions. The election results began a new era in American foreign policy. The new president intends to reverse several crucial decisions made by his predecessor, which could help

defuse tensions between Washington and Beijing on several bilateral and international relations issues. However, the overall intensity of the US-China conflict will remain the same. Allies supported J. Biden's proposal to revise the previous administration's policy towards Europe, pledging warmer transatlantic relations; lingering conflict will not be as politically disruptive as during the Trump administration. The likelihood of geopolitical estrangement and a transatlantic "trade war" has decreased. Washington and Brussels are interested in lessening their rivalry on contentious issues and restoring Atlantic unity (Prikhodko, 2021a). The results of the 2020 presidential election in the United States will be significant for countries cooperating or not cooperating with the United States and the international community. Through bibliometric analysis, crosstab analysis, SWOT analysis, and political communication theory, this study intends to examine Joe Biden's chances of winning the 2020 presidential election. Understanding Joe Biden's 2020 US Presidential Election strategy is crucial to research.

Others have researched extensively how candidates for the 2020 US Presidential Election interact with voters on Twitter. That research aims to identify factors related to internal cooperation and public engagement by comparing the materials and attitudes of candidates from the same political front with their political parties' official Twitter accounts. The 2020 United States Presidential and Vice-Presidential candidates are affiliated with the two main political parties, Republican and Democrat (Baxi et al., 2022a). Other research also analyzes how County-wide COVID-19 fatalities had little effect on voters' decision in 2020 to support Joe Biden for president. Without Covid-19, President Trump's losses in these five states would have been even more severe (M. Mitchell, 2023). Another study analyzed exposure to untrustworthy websites during the 2020 US presidential election by analyzing over 7.5 million website visits from 1,151 American adults. By 2020, 26.2% (95% confidence interval: 22.5% to 29.8%) of Americans will be exposed to unreliable websites, down from 44.3% (95% confidence interval: 40, 8% to 47.8%) in 2016. In 2020, elderly, conservative individuals continued to be vulnerable, albeit at a lower rate than in 2016. In 2020, Facebook will play a more minor role than in 2016 in exposing users to unreliable websites. These findings do not discourage misinformation as a significant social problem; instead, they highlight significant shifts in their consumption, signaling the future direction of the problem, both research and practice count (Moore et al., 2023). In addition, based on network and word cloud visualizations below, authors did not find research examining Joe Biden in the 2020 US presidential election using bibliometric studies and SWOT analysis.

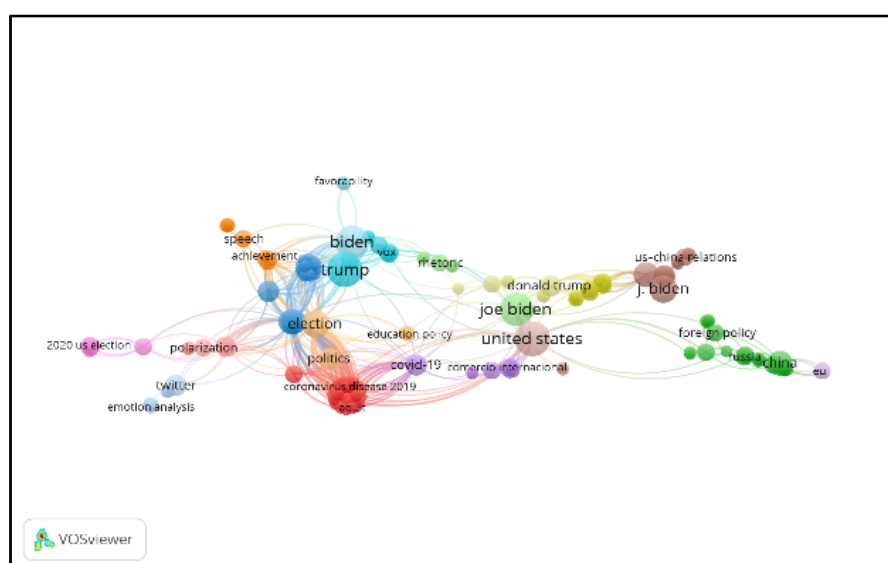
The visualization results above show 220 items, 17 clusters, and 1857 link strength. On the blue, Biden links show networks with favorability, Trump, speech, achievement, human experiment, election, covid 19, rhetoric, and the 2020 US presidential election. In addition, the green Joe Biden network relates to ethos, education policy, the United States, and economic performance. The network above shows that Joe Biden's link was not found using bibliometrics, SWOT, and literature review, so the authors' study using bibliometrics, SWOT, and literature review will be a novelty in this article. In addition, the authors also use NVivo to strengthen the update of this research as below.



Source. Processed by Nvivo

**Figure 2. Word Cloud Joe Biden**

The results of the number of words analyzed from the Word Cloud above also show that words that often appear in other studies are Trump, 2020, American, president, social, covid, pandemic, international, speech, leaders, campaign, support, policy, support, republican, article, data, party, climate, candidate, security, public, European, tweets, national, media, administration, countries, university, states,



Source. Processed by VOSviewer

**Figure 1. Visualization of the Joe Biden Network on Scopus from 2019-2023**

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press, democratic, China, electoral, Obama, and others. This basis also shows no words relating Joe Biden to Bibliometrics, SWOT, and Literature Review.

## METODE

This study employs NVivo 12 Plus for Software Data Analysis (QDAS) or Computer-Assisted Qualitative Data Analysis (CAQDAS). NVivo is a choice for storing, managing, and analyzing qualitative data (Jackson & Bazeley, 2019). Qualitative research's multimethod orientation encompasses interpretive and naturalistic approaches to its subject matter. This requires qualitative researchers to investigate things in their natural contexts, attempting to make sense of or interpret phenomena based on the meanings people assign to them. Case studies, reflective, observational, historical, interactional, and visual texts that describe routine and problematic moments in a person's life and their meanings are collected and utilized in qualitative research (Patrik, 2019). This research also uses the VOS viewer to visually examine each research paper's Author Keywords and Keywords Plus fields to search for novelty. The application uses NVivo to index the journal article data component by searching for words related to Joe Biden.

This research was also guided by a literature review that addresses research questions identified via a systematic search strategy in the presented literature review (Kloess & van der Bruggen, 2023). The author also uses bibliometrics, NVivo crosstab, and SWOT analysis based on internal and external competition conditions by determining strengths and weaknesses and external opportunities and challenges, followed by a study of Political Communication Theory (Wang & Wang, 2020). Communication involves verbal and nonverbal message transmission, whereas the theory defines the transmission of information between individuals. It comprises the sender, the recipient, and the channel of communication. Obstacles can disrupt or distort the clarity of messages throughout the communication process. With or without feedback, transmission transmits information, emotions, beliefs, opinions, and attitudes from a sender to a recipient. Politicians are the originators of political communication, whereas voters are its recipients (Oparaugo, 2021).

The Scopus database serves as the primary source material for this investigation. To locate articles in the database, the search parameters are Title = Joe Biden; Type of access = open access and Others; year range = 2019 to 2023; Study field = social sciences; Type of document = article; Source title = all journals in the social sciences; Language

is the English language. This investigation yielded fifty articles. The authors then export citations, bibliographic information, abstracts, keywords, funding information, and other information using RIS. The authors then use a VOS viewer, which the researcher selects. Create a map using bibliographic information>Read data from the reference manager file-file RIS>Type of evaluation; Co-occurrence, Keyword, Comprehensive enumeration Minimum number of keyword occurrences; 1 of the 261 keywords satisfy the minimum threshold. To produce 220 items, 17 clusters, and a total link strength of 1857. To produce a network visualization in Figure 1.

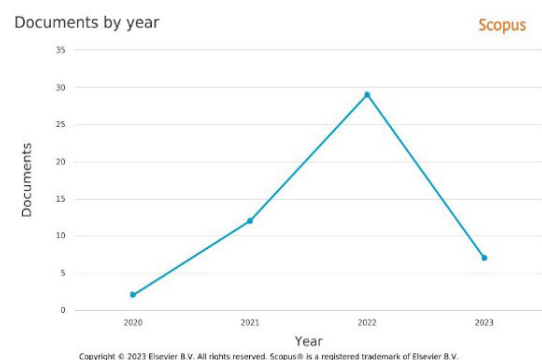
Of the 50 data retrieved from Scopus, import into the NVivo application, then select all documents explored using Word Frequency>Display Words; 1000> Select minimum length; 3 to produce a Word Cloud in Figure 2. The authors also used documents by years analysis on Scopus, as in Figure 3. In the next step, the authors used Scopus analysis, namely, document by country in Figure 4. Besides, the author also used a tree map analysis by the author with Russian affiliation in figure 5. The following analysis uses the Top citations document per year by Scopus analysis, which is in Figure 6, and finally, the authors use 50 primary sources that have been taken from Scopus, then use Crosstab analysis by NVivo with Node; Joe Biden and Trump, with Cases; Strengths, Weaknesses, Opportunity, and Threats, resulting in a Chart with Group Bars in Figure 7.

## RESULT AND DISCUSSION

This section provides a summary and analysis of the findings. The outcomes include publication year, study country, citations per author, and crosstab analysis.

### The Years of Publication

Results This section summarizes and analyzes the document's findings concerning Joe Biden from 2020 to 2023 on Scopus.

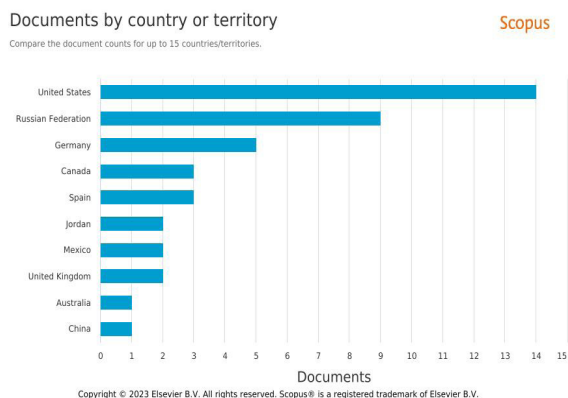


Source. Utilizing the Scopus Database

**Figure 3. The number of articles per year that mention Joe Biden**

The current trend in Figure 3. indicates that the number of publications related to Joe Biden will continue to increase from 2 in 2020 to 12 in 2021 to 29 in 2022. Joe Biden's research will reach its apogee in 2022. Because of researchers discussing Joe Biden in 2023, seven documents have been produced.

### Countries of analysis



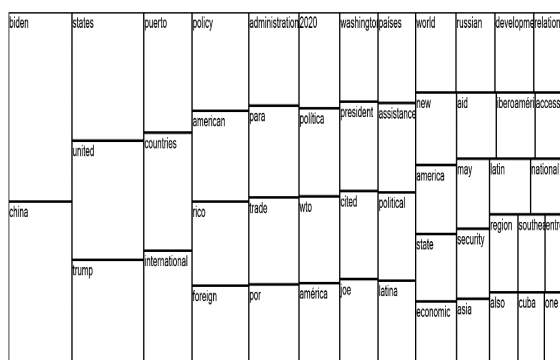
Source. Using the Scopus database for processing

**Figure 4. The number of articles relating to Joe Biden per country analysis**

Figure 4. shows the country of researchers who wrote the most about Joe Biden, namely the United States, with 14 Documents. Becomes interesting because if Joe Biden wins the presidential election, it will significantly determine his foreign policy. There are indications that the J. Biden administration is prepared to build constructive relations with the radical leftist regimes of Latin America. This can be explained by Washington's desire to strengthen its position in the region and remove the significant subjects of international politics (Russia and China) as launching pads for close penetration. Resolving contradictions is fraught with many obstacles and complications despite normalizing mutual interests. These nations continue to use bellicose language (Rozental, 2022) Venezuela, and Nicaragua. The 2nd most documents come from Russia. According to the authors, this is the seriousness of researchers from Russia in preparing if Joe Biden wins the 2020 presidential election. Below him is Germany with 5 documents, Canada with 3 documents, Spain with 3 documents, Jordan with 2 documents, Mexico with 2 documents, the United Kingdom with 2 documents, Australia with 1 document, and China with 1 document. The authors also used a Tree map to study in-depth mapping regarding Joe Biden and Trump. The authors took this from 9 documents affiliated with Russia with the results below. (Figure 5)

The tree map results above show that Russian researchers often say that during his presidential campaign, Joe Biden often emphasized his commitment

to returning to the United States as a participant in international cooperative efforts. The Interim National Security Strategic Manual can be used to assess the intentions of one's government (M Yu Beletskaya, 2022). J. Biden and D. Trump concurred that the US should prioritize bolstering China in its foreign policy efforts. Both stressed the "Chief issue," with Trump characterizing China's impact on the global order as a systemic danger. Conversely, Biden saw Russia as the primary danger to US security and China as the key economic rival. This divergent strategy is a reflection of Biden's wish to avoid engaging with China and Russia at the same time (Prikhodko, 2021a).



Source. Processed using Tree map NVivo by the authors.

**Figure 5. Tree map by Authors with Russian Affiliations**

China has the second-highest frequency. China occupies the second highest position in this tree map due to the dominant discourse at the international level, which portrays illiberal nations, particularly China and Russia, as significant sources of threat. One of the primary objectives of United States foreign policy is to identify and acknowledge emerging prospective adversaries by constraining their dominance to specific regions and geographic areas. A deliberate emphasis on regional nuances shapes the United States' national security aims (Sokolshchik, 2023).

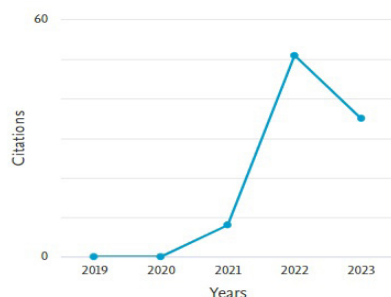
Moreover, the third instance of frequency, namely Donald Trump, exhibits a need for more comprehension and an absence of empathy, expertise, and authentic commitment toward enduring matters about the southern border of the United States. Despite his assertion that multilateralism is inappropriate in international relations, such a dismissive stance contradicts the fundamental principles of International Law. The divergence from the established framework of the United States, coupled with a lack of enthusiasm for collaboration with international organizations such as the Paris Agreement on climate, the World Health Organization (WHO), and impediments to the World Trade Organization (WTO), have substantially undermined the global standing of Washington. The



comprehensiveness of this list can be enhanced by incorporating efforts aimed at undermining and delegitimizing the Organization of American States (Súdarev, 2021).

The fundamental aspect can be discerned by examining the frequency of terms such as international, policy, globe, relations, and region. The 2020 presidential election represents a notable juncture, characterized by the juxtaposition of President Trump's "America First" strategy with the ongoing development of a liberal agenda in domestic and foreign policy by J. Biden's team. During the presidential campaign, Biden recognized his need for a pre-established foreign policy framework. Nevertheless, he has delineated a strategic plan to reinstate American hegemony. This strategic approach is founded upon the premise that in the absence of alterations to the existing policies enacted by President Donald Trump, two potential scenarios may unfold: either another nation will assume the position of global leadership, supplanting the United States, or a power vacuum will emerge, leading to a state of disarray (Prihodko, 2021a). Next, the authors will discuss analyzing top citation documents per year.

#### Top citations document per year



Source. Obtainable from the Scopus Database

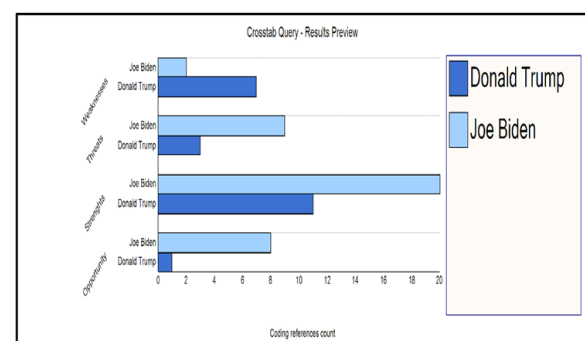
**Figure 6. Cumulative top authors' citations per year**

Figure 6. depicts the accumulation of author citations per year. The number of citations per author may indicate the academic influence of the author in the field of Joe Biden analysis. The documents for the annual accumulation of sources suggest that in 2021, there will be eight citations; in 2022, there will be a significant increase of fifty-one authorities; and in 2023, there will be thirty-five citations. Following are the three documents with the most cumulative citations: The document entitled The Politics of Mask-wearing: Political Preferences, reactance, and Conflict Aversion during COVID (Young et al., 2022a), with a total of 20 citations, then followed by the 2nd order, namely the document entitled The Matter of Chance: Auditing Web Search Results Related to the 2020 U.S. Presidential Primary

Elections Across Six Search Engines (Urman et al., 2022a), as many as 14 citations, then the document entitled; Institutional Capacities, Partisan Divisions, and Federal Tensions in U.S. Responses to the COVID-19 Pandemic (James et al., 2022), a total of 7 documents.

#### SWOT Analysis, Joe Biden, and Donald Trump's Political Communications in the 2020 US Presidential Election

This discussion develops a strategy using a SWOT analysis (strengths, weaknesses, opportunities, and threats). SWOT analysis is the strategy formulation method most frequently used by managers and policymakers (Kurohman et al., 2020). Next, the authors relate it to political communication theory. Theory of political communication in which political communication is a process involving political institutions and actors, news media, and, most importantly, citizens. To inform and persuade citizens, parties, interest groups, and the press generate every act of political communication. The interaction between these three categories is essential to studying communication politics. Communication occurs in multiple political directions: downward from government authorities to citizens, laterally between political actors, including the news media, and upward from citizens and groups to political institutions. Political communication is concerned with actively engaging with local, regional, state, national, and international issues and how the power of information, persuasion, and strategic message design can be used to understand and influence outcomes at these levels, particularly in governance administration and social behavior (Oparaugo, 2021). Below is a picture of the SWOT Crosstab results, then analyzed with Political Communication theory.



Source. Processed from Crosstab NVivo

**Figure 7. Joe Biden and Donald Trump for the US Presidency in 2020, SWOT analysis**

#### Strengths

In light blue, strengths on Figure 7. show a massive advantage over Joe Biden in the 2020 US presidential election. There are 20 documents on Joe

Biden, while Trump only has 11 documents. Biden, as a political actor, Biden is superior in his campaign in attracting the American public's attention. Substantively, Joe Biden is also active on Latin American issues, also elected a black vice president (Kamala Haris), Joe Biden, Kamala Haris, and the Democratic Party is also very active in responding to American citizens on social media during the campaign (as a campaign tool). As in the speech, Biden disclosed that lexical level triggers dominate the rankings with 894 occurrences, indicating that these level triggers affect speech. The noun clause was the most frequent trigger within the subcategory, occurring 683 times. There are 111 triggers at the syntactic level, 34 of which are temporal sentences. Similarly to the other speeches, Biden's was filled with existential presuppositions (82%) and structural presuppositions (8.56%) (Campaign) (Lathar et al., 2023).

This corpus analysis of US Presidential candidate Joe Biden's speeches demonstrates that he used logic, ethics, and emotional appeal to persuade audiences of his ideas and encourage action. Ethically, he addressed the audience in the first person with "I" and "we." Quantitative analysis reveals that the inclusive pronoun 'we' is the most frequently used in the corpus to establish a relationship with the audience and emphasize that he or she is part of them and that they are a team to encourage them to act against the COVID-19 pandemic. In his corpus, Biden employs pronouns frequently to establish credibility, expertise, and speaker authority. Biden also uses emotive appeals to influence and persuade his audience to embrace his position. Hope and affection are the lexical elements most associated with emotions in the corpus; therefore, he endeavors to disseminate these positive emotions. Biden employs multiple logical justifications to persuade his audience. Statistics and figures are the most prevalent methods for presenting persuasive arguments. Additionally, arguments that cite authoritative persons and sources, such as the Bible, and arguments based on dilemmas make political discourse (campaigns) more convincing (Amaireh, 2023).

In his speech on COVID-19, Vice President Biden mentions five primary source domains: unitary metaphors, object metaphors, people metaphors, spatial metaphors, and conflict metaphors. Biden uses these metaphors to achieve positive results, such as making people more cautious, encouraging them to unite in the face of a familiar foe, elevating the value of sacrifice and heroism, and demonstrating America's concern for the lives and dignity of its citizens. In other words, war metaphors in COVID-19

speeches are increasing, expanding the scope of war from combating the pandemic to public spaces and daily life (New Social Movements) (Abdel-Qader & Al-Khanji, 2022). Biden has repeatedly demonstrated the importance of unity, which is why he has consistently exhorted all Americans to work together to combat COVID-19, bigotry, violence, and other ingrained social inequalities. To convey his concern for the current situation of black, female, and ethnic minority communities and to advocate for their improved living conditions, Biden is also adept at placing himself in the shoes of average citizens (Xiang, 2022). This is further supported by the fact that Joe Biden is the dominant actor in the #DonaldTrump network and enjoys high prestige while displaying an interactive structure on Twitter (Yegen et al., 2022).

Joe Biden proclaimed that for 2020, "I believe that statehood will be the most effective method to ensure that Puerto Ricans receive equal treatment and representation at the federal level. The Puerto Rican people must decide, and the federal government of the United States must respect and implement that decision" (The Press) (Chernykh, 2022). Biden's statement that the American people are in a state of profound concern about the future trajectory of the world reaffirms that this sentiment is widespread. To be victorious, the American people must demonstrate that democracy can still fulfill their aspirations. It won't occur by accident. Biden stated in his speech that the American people must defend, strengthen, and renew their democracy. This necessitates a more comprehensive reconstruction of America's economic foundations. Regaining America's position (Ruiz, 2022).

Joe Biden also stated that the significance of Latin America to the United States is determined by a series of international contradictions and a spectrum of global and regional issues whose resolution is contingent on the nation's national security. The theme of great power competition in the arena in literature. Joe Biden, whose campaign aspired to regional characteristics for an extended period, also confronted the controversies encircling the United States caused by his predecessors' isolationist foreign policies on the international stage. The ethnocentric supposition is that the protagonists (state and political leaders) "create and mobilize" cultures (Sokolshchik, 2023). Joe Biden and Kamala Harris have a solid understanding of their audience. They tweet about more engaging topics than Donald Trump and Mike Pence, who need help to identify topics of social interest. In addition, through their remarks and positions on various issues, Democratic

candidates demonstrated greater internal cooperation than Republican candidates. The amount of public engagement generated by a candidate's tweet depends on the tweet's content and the candidate's influence. During election campaigns, internal cooperation (i.e., similarity in content and attitude on a particular topic) aids candidates in influencing public opinion (The media) (Baxi et al., 2022b).

Biden also pledged to end the pandemic and reduce infections and fatalities through decisive action while promoting Keynesian policies to stimulate economic growth. Changes in economic policy, initiatives favoring the environment, a more humane stance on migration, and increased susceptibility to contagion, international cooperation, and global governance mark a new phase that aims to secure the policies of Trumpism (Zepeda, 2021). Biden's vision on climate change is comprehensive, broad, and in-depth; he does not view it as an isolated problem but as an integral part of a general alternative scheme founded on job creation, wage increases, and the development of renewable energy infrastructure. The United States requires energy to manage its complex economic, social, and justice crises. Climate change is portrayed as an opportunity whose solution provides a valuable resource for addressing issues such as economic competitiveness, unemployment, inequality, and social justice. This comprehensive and cross-cutting approach will undoubtedly help Biden secure the support he needs to carry out his climate project, even though the current situation in the country is difficult, as it is during a severe health crisis and will continue to deteriorate. It is anticipated that, first and foremost, resources will be allocated to regulate the pandemic and the severe economic problems it has caused (Fodroczy, 2021). A hegemonic liberal narrative centered on counterterrorism confined US foreign policy for nearly two decades. US alien political narratives and policies, born from the trauma of September 11 and sustained by terrorist attacks in the following year that followed, increased the costs associated with inaction hearings, preventing a withdrawal from Afghanistan and a redeployment of US troops to Iraq and Syria. Presidents Obama and Trump viewed departure as rational or strategic, but narrative political pressures made it impossible to pursue. From 2018, only under these narrative-driven conditions can Joe Biden evaluate Trump as a competitor to Donald Trump (after his presidency) (Pressure clusters) (Walldorf Jr., 2022). According to his personal history, news reports, and empirical studies, Joe Biden exemplifies collaborative power, prestige, and traditional power, according to other documents (The Media) (Körner et al., 2022).

Regarding the 2020 general election and Michigan's role in it, the Democratic primary electorate in Michigan was more extensive and more ideologically moderate than in 2016. This change in composition made it more difficult for Sanders to win the state and increased the likelihood that the state would rally behind Biden in 2020 rather than Clinton in 2016 (Political Parties) (Christenson & Smidt, 2020). Joe Biden is also so intelligent that, when the dust settled, he had a black female vice president by his side. This has never happened, nor have Americans ever spent \$14 billion to elect their chief executive. As campaigning began, voters became more polarized, and US and state Congressional totals did not improve (Hart, 2022). Other documents suggest that Biden's potential electoral impact appears to be growing, which is excellent news for Democrats given Biden's declining favorability. The aftermath of the COVID-19 assaults on American democracy. In the future, the 2020 presidential election will impact partisan identity and party demographics (Jacobson, 2023). Joe Biden is a political protagonist in political communication theory who will exact political vengeance on a portion of the liberal establishment in the United States (Prihodko, 2021b).

Following is a discussion of Donald Trump's strengths as a candidate for political actor Joe Biden, as depicted in Figure 7. in dark blue. Evaluating the president's capacity to manage the party has the most significant impact on its reputation. Again, the Trump effect is more effective than the other. Trump's reception also disproportionately affected his party's fortunes in the midterm elections. Trump's colossal impact on how the public views the party is further evidence of his unparalleled ability to provoke and polarize the American people (Jacobson, 2023). According to another document, an analysis of Donald Trump's 2020 US presidential campaign speeches and tweets revealed convergent evidence that he would portray coercive, dominant, naked, and revolutionary power (Körner et al., 2022). In the months leading up to the 2020 election, Trump also criticized Biden for pandemic restrictions, stating, "[Biden] wants to shut down this country, and I want to keep it open." In the 2020 presidential election, concerns about COVID-19 and related economic restrictions independently influenced voters' decisions. The greater severity of COVID-19 at the county level was associated with increased support for Trump (Algara et al., 2022). In addition, it is bolstered by analyzing the results of comparisons between the same machine and different browsers. The statistically significant variance in the consistency of search results for the

three queries. These variations depend on the search engine employed, but “Joe Biden” and “Bernie Sanders” results are overall less stable than “Donald Trump” consequences (Urman et al., 2022b).

According to additional documents, the Trump-Pence campaign was more active in in-person campaigning, with 135 campaign visits, 79 by Donald Trump and 56 by Mike Pence, compared to the Democratic ticket, which made 96 visits. While Joe Biden’s campaign made 57 visits, Kamala Harris participated in 39 in-person events (Heersink et al., 2022). Except for 2008 and 2012 (when Democrats were more ecstatic about Obama than Republicans were about McCain and Romney, respectively), Republicans are also more enthusiastic about their party’s leader than Democrats (Bittner, 2021). In addition, America’s withdrawal from the TPP (Trans-Pacific Partnership) allows Trump to keep his campaign promises. At the same time, US opposition to China’s oppressive capitalism, cheap exports, increased strategic competition, and intellectual property theft continue in a more urgent, aggressive, and bilateral manner utilizing trade rates. Similarly to Obama, Trump stated, “The United States must muster the will and capability to compete and prevent unfavorable shifts in the Indo-Pacific” (NSS 2017, 45) (Leoni, 2022).

### Weaknesses

In the SWOT analysis on Figure 7. in the Weakness section marked in light blue, Joe Biden as a political actor found 2 documents indicating that Joe Biden’s weaknesses in the 2020 US presidential election were fewer than the documents written about Donald Trump (political actor) ) as many as 7 Documents, Biden was at the bottom of the list of Democrats who proposed allocating almost enormous quantities to combat climate change during the election campaign (Sanders – US\$16.3 trillion, Warren – US\$4 trillion, Biden – US\$1.7 trillion) (Súdarev, 2021). Then, another document states that a more radical form of external circulation occurs when the erstwhile elite is replaced by a tout court (Joe Biden), such as during a regime change (Vercesi, 2022).

This is compared to Donald Trump (dark blue) in Figure 7. who has Weaknesses in as many as 7 documents, which discuss that cross-Atlantic cooperation had deteriorated over several years and continued to deteriorate during Trump’s presidency, confirming the literature’s assessment (Olsen, 2022). Additionally, Donald Trump performed worse among non-existent individuals in 2020 compared to 2016. On election day, Donald Trump was defeated

by millions of ballots (Driggers & Burge, 2021). Moreover, the impact of COVID-19 (i.e., self-reported exposure to the pathogen) will influence Trump’s electoral performance (Aviña & Sevi, 2021). Moreover, during the presidency of Donald Trump, his policies significantly impacted his approach to resolving international issues, as evidenced by his efforts to reduce and reform international aid (Beletskaya, 2022). During the D. Trump administration, there was a logic of interaction with the region: if Southeast Asian countries are willing to cooperate with the United States on specific issues, then this interaction will continue. The Association of Southeast Asian Nations (ASEAN) is no longer critical to America’s Asia-Pacific strategy. The administration concentrated on constructing a model of relations with allies “adapted” for a geopolitical confrontation with China (Stepanov, 2022), Arizona, and Georgia, which will be reversed in 2020 if there are no Libertarian candidates on the ballot in Georgia and Pennsylvania and Trump receives 60 percent of the Libertarian electoral votes in those states. Trump would lose 522,403 votes if he lost the popular vote and, most importantly, Pennsylvania (Cervas & Grofman, 2022).

### Opportunity

Moreover, in the light blue Joe Biden Opportunity on Figure 7. it was discovered that Joe Biden’s chances in the 2020 US Presidential Election were greater, namely articles discussing Joe Biden as many as 8 Documents while Trump only had 1 Document; the discussion is significant enough to influence the outcomes of statewide elections in five states and make the election closer than it would have been otherwise. Covid-19 reduced voter registration and turnout, two factors that favored President Trump even if he did not win either of these states. As a result of COVID-19, the mobilization effect predominates over the obituary effect and the change effect, and citizens who vote for Biden are more likely to experience this mobilization effect. In other terms, President Trump would have lost by a more significant margin if not for Covid-19. This result was supported by a simulation that reduced by 10% the number of fatalities caused by COVID-19 in each district (M. Mitchell, 2023). In addition to understanding the timing and variety of state responses, the partisan composition of state governments and the divisions among Republicans who firmly identify with or distance themselves from their party’s controversial leader. In addition to the variables affecting alliances and faction allegiance (James , Tervo, 2022).



According to a second document, the analysis of emotions indicates that Joe Biden and Boris Johnson, as leaders and prominent figures of their respective nations, frequently express positive emotions such as trust and positivity in their tweets, especially those that support Ukraine, to present their actions regarding the war in the most favorable light. Acceptable illumination potential. Even in their comments about Vladimir Putin, they are incredibly upbeat. Yvette Cooper and Marco Rubio, two lower-ranking politicians than Boris Johnson and Joe Biden, tweeted more adversely about their countries' actions in the conflict, expressing negative emotions such as fear and wrath. Moreover, Yvette Cooper and Marco Rubio are members of political parties that oppose those of Boris Johnson and Joe Biden, so their divergent political views are likely to result in opinions that are more critical of the responses of their respective countries (Karpina & Chen, 2022).

Regarding Donald Trump's Opportunity on Figure 7. Only one document is discussed in darkness blue: How Biden's plan does not deviate from addressing educators and policymakers' most significant challenge today: how to make public education more equitable for low-income and minority students. Since the passage of the Elementary and Secondary Education Act in 1965, policymakers have endeavored to level the playing field for pupils of color. While some progress has been made, there still needs to be more funding and achievement. A July 2020 analysis by the Century Foundation reveals that public schools in the United States are underfunded by nearly \$150 billion annually, with minority and low-income children disproportionately affected (Ferguson, 2020).

### Threats

In the explanation of Figure 7. Joe Biden has higher Threats than Trump. 9 documents state Threats to Joe Biden; the discussion begins when demonstrators articulate their agenda issues supporting a Trump victory on at least one topic. Lastly, the protest network is somewhat more centralized than the counter-protest network. The actual distinction along these dimensions is their "elite supporting the masses" structure (Shahin, 2022). They are combined with the issue of the party's reputation, which is significantly influenced by evaluating the president's management skills. The Trump effect is once more the more significant of the two (Jacobson, 2023). Other documents assert that the United States' foreign policy is confined by a solid liberal narrative centered on counterterrorism. The narrative and politics surrounding US foreign policy, born from the trauma of September 11 and

sustained by subsequent terrorist attacks, kept the cost of inaction hearings high, thereby preventing a withdrawal from Afghanistan and redeploying US troops to Iraq and Syria. Obama and Trump's determined withdrawal was reasonable or strategic, but narrative political pressures prevented it. The frequency and intensity of terrorist assaults decreased dramatically in 2018, the counterterrorism narrative was undermined, the cost of audience passivity decreased, and the price of action increased. It is only under these narrative-driven conditions that Trump (after his presidency) is likely to act (Walldorf Jr., 2022). Secretary of State Mike Pompeo, a self-proclaimed Christian with evangelical premillennial beliefs, stated that Joe Biden "often fails to grasp" the "hard reality" of virtue and evil (Bathurst, 2023). Not to mention Hunter Biden, a profoundly divisive figure who, according to many, could imperil Biden's presidential campaign (Trifiro et al., 2021). In addition, the trend line indicates that if Biden is elected president, he will face a delayed process. Observers realized more than two decades ago that the sluggish tempo of Senate confirmation was an issue that had worsened. If the Senate operated at the same tempo as in 2001, the situation would be even worse (Tenpas, 2022).

A Biden with less reactivity and conflict aversion. Not only are reactants who prefer conflict more likely to like Trump (and less likely to like Biden), but these affinities also interact. Meager impersonation rates were associated with high Trump favorability and reactivity among senior Americans (Young et al., 2022b). Moreover, the election proposals of Biden and Trump are not as exciting for the mobile ecosystem as the surge that Trump's candidacy in 2016 generated, resulting in a very productive dynamic with over 400 applications (Gil-Torres et al., 2022). In the political history of the United States, "Trumpism" is an anomaly and anachronism: in 2020, the Republican candidate received more than 74 million votes, 10.7 million more than four years prior (Prikhodko, 2021b).

On Figure 7. this is inversely proportional to Trump. In dark blue, he receives only three threat documents discussing the COVID-19 crisis, which provides a new test of the president's influence on the party's reputation for competency in specific policy domains; the results indicate that, once again, the party's reputation is heavily influenced by the evaluation of the president's performance in managing it (Jacobson, 2023), and The 2020 United States election is among the most turbulent in recent memory, as it took place under the most extraordinary circumstances in recent memory. The

global pandemic sows doubt in voting systems, debate developments, COVID-19 infections and fatalities, and the emergence of deniers and false news (Gil-Torres et al., 2022).

## CONCLUSION

The peak of research on Joe Biden at Scopus in 2023 has decreased; authors also found the involvement of Russian researchers studying Joe Biden, where these two countries have been rivals for a long time. Regarding the 2020 US presidential election, Joe Biden and his partner, Kamala Harris (Democratic Party), are political actors who have successfully conveyed their political campaign against Donald Trump with their partner, Mike Pence (Republican Party). In his campaign, Joe Biden overcame his threats by using his Strength to the maximum, namely with substantive speeches, social media, and direct campaigns. He used emotional appeal to arouse the audience's emotions to influence and persuade them of his perspective. The lexical items most frequently associated with feelings in his corpus are hope and affection, which he uses to disseminate positive emotions. Much of Biden's speech also referred to that metaphor accomplishes positive effects such as making people more cautious, encouraging them to unify against a familiar foe, increasing the value of sacrifice and courage, and elucidating U.S. interests in the lives and dignity of its citizens. In other words, the use of war metaphors in COVID-19 discourse is on the rise, transferring war from the context of combating a pandemic to a broader context of public and daily life. Joe Biden's strategy was very smart, namely being serious about Latin American issues and daring to bring in a black woman vice presidential candidate; the image built by Biden successfully depicted collaborative power, prestige, and traditional power. Regarding social media as a political tool, Joe Biden with Democrats was successful. dominate social media. Joe Biden also excelled in personal history, news reports, and empirical studies, which ultimately led to the victory of the US president in 2020. Authors recommend conducting a study on the campaign in which the 2024 U.S. presidential election will be held on Tuesday, November 5, 2024.

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