

The Role of Social Media and Public Trust in Improving the Reputation of Local Government in West Kotawaringin Regency

Nestor Rio Sahat Panangian Manihuruk

Faculty of Economy, Universitas Islam Sultan Agung, Semarang, Indonesia, E-mail: nestorrio977@gmail.com

Abstract. *This study aims to analyze the role of social media and public trust in enhancing the reputation of the Regional Government of Kotawaringin Barat Regency. The background of this study is based on the increasing use of social media as a public communication channel by government institutions, as well as the need for regional governments to build a positive reputation through information transparency, rapid message delivery, accessibility, and responsive communication with the public. This study employed a quantitative approach with an explanatory research design. The population comprised of residents of Kotawaringin Barat Regency who follow the official social media accounts of the Regional Government of Kotawaringin Barat Regency on YouTube, Facebook, and/or Instagram. The sample was determined using a purposive sampling technique, involving 100 respondents. Primary data were collected through questionnaires, while data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. The results show that social media has a positive and significant effect on regional government reputation, with a coefficient of 0.427, a t-statistic value of 8.517, and a p-value of 0.000. Social media also has a positive and significant effect on public trust, with a coefficient of 0.554, a t-statistic value of 10.443, and a p-value of 0.000. Furthermore, public trust has a positive and significant effect on regional government reputation, with a coefficient of 0.562, a t-statistic value of 12.342, and a p-value of 0.000. The indirect effect test indicates that public trust mediates the effect of social media on regional government reputation, with a coefficient of 0.312, a t-statistic value of 7.768, and a p-value of 0.000. The R-square value for regional government reputation is 0.765, indicating that 76.5% of the variation in regional government reputation can be explained by social media and public trust, while the remaining percentage is influenced by other variables outside the research model. Based on these findings, it can be concluded that effective government social media management, characterized by openness, speed, accessibility, and informative content, can strengthen public trust. This trust subsequently contributes to improving the reputation of the Regional Government of Kotawaringin Barat Regency. Therefore, social media does not merely function as an information dissemination channel, but also serves as a strategic instrument for building relationships, legitimacy, public trust, and institutional reputation in regional governance.*

Keywords: *Communications; Government; Regency; Regional; Social.*

1. Introduction

The development of information and communication technology has brought about significant changes in governance throughout the world, including in Indonesia. Public information transparency is a crucial aspect in realizing a good governance system. The Indonesian government, through the Law on Public Information Transparency, continues to strive to ensure that every public body can provide easy access to information. Rapid technological developments have advanced nearly all fields, including one form of change is the increasing use of social media as a strategic means of public communication. The government, as a public institution, is required to be more open, informative, and responsive in conveying information to the public. The digital era, marked by massive internet and social media penetration, has driven a transformation in how the government communicates with the public and manages its institutional image and reputation.

Reputation is a valuable intangible asset, reflecting the public's long-term image and perception of an entity. For government agencies, a positive reputation not only increases public participation but also attracts investment and facilitates regional development, including in West Kotawaringin Regency. According to Doorley and Garcia (2015), reputation is a combination of an organization's behavior, performance, and communication. Reputation is influenced by the perceptions and images of various stakeholders, which are the result of the company's performance and attitudes communicated to them. This reputation is important because it will influence public perception, trust, and support for government policies and programs. As stated by Jefkins (2015), government image is an accurate impression, picture, or impression (in accordance with reality) of the figure of a government institution. Based on research (Ditiro, 2024) Public trust can significantly influence government activities in policy formulation and the provision of public services. A positive image and reputation facilitate government governance and development, but a negative image and reputation can hinder effective governance and impact public trust in the government.

Trust is crucial for good governance. Trust occurs when parties share a mutually beneficial perception that enables the relationship to achieve the desired outcomes. (Silalahi, 2011) defines trust as the positive expectation of citizens (as trustors) that the public bureaucracy (as trustee) has integrity, competence, consistency and loyalty in accordance with public expectations. Then quoting from the journal (Nawawi, 2023) that good governance and trust are interdependent, and trust fosters good governance. Public trust can significantly influence government activities in policy formulation and public service delivery. (Rian Andhika, 2018) states that high levels of public trust indicate that government policies and services are accepted and complied with by the public. Research by Jesse W. Campbell (2023) indicates that government policymaking involving public participation is more or less associated with increased public trust in the government. Research by Bonson et al., 2012, on new governance styles that promote higher levels of transparency and citizen participation, is seen as a way to increase citizen trust in the government. Social media is considered to offer various communication facilities to build interactive relationships between the

government and citizens, so social media is often used as a useful instrument for active citizen participation, information sharing, communication, and online relationships between parties.

Social media has become a part of people's lives worldwide, especially in Indonesia. Social media is one of the basic technological needs of Indonesian society. (Shakila et al., 2024). Boyd in Nasrullah (2015) social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Several previous studies have shown a correlation between social media content management and the image of government institutions. Research conducted by Mergel (2017) found that the right social media content strategy can increase transparency and public trust in the government. In the Indonesian context, research conducted by Nugroho (2019) found that the quality of local government social media content has a significant influence on the formation of a positive image in the eyes of the public. Furthermore, there is no empirical research that analyzes the causal relationship between social media content, trust, and reputation in the context of local government in West Kotawaringin Regency that needs to be answered. This research is important to provide a scientific foundation for the development of more effective and measurable digital communication strategies.

In its implementation, the West Kotawaringin Regency Government, through the Protocol and Leadership Communications Section, has developed a presence on various social media platforms, particularly YouTube, Facebook, and Instagram. YouTube is used as a medium for documentation and dissemination of informative videos, Facebook is utilized as a channel for interaction and distribution of government news, while Instagram is used to convey concise and engaging visual messages. These three platforms were selected based on their level of popularity and broad reach among the people of West Kotawaringin. The West Kotawaringin Regency Government YouTube account with the account name Kobar Prokom has 2.27 thousand subscribers with a total of 542 video posts as of May 10, 2025, Facebook account Protocol and Communication Kobar with 6.1 thousand followers as of January 31, 2026 and an Instagram account with the account name @prokom_kobar followed by approximately 10.1 thousand users as of May 10, 2025, consisting of the people of West Kotawaringin Regency, public relations of other government agencies, and so on which is used as a means for the Protocol and Communication Section of the Leadership of the Regional Secretariat of West Kotawaringin Regency to publish related activities in the West Kotawaringin Regency area as well as policy publications and other matters. The content presented on the three social media platforms varies, ranging from policy information, government programs, regional leadership activities, regional potential, achievements, to interactive dialogues with the community. The content is packaged in various formats, such as videos, infographics, photos, and writing, which are adapted to the characteristics of each platform. This effort is made to build public trust, and how that trust contributes to the formation and maintenance of the reputation of the West Kotawaringin Regency Government.

However, efforts to build a positive image through social media are not without challenges.

Based on a preliminary study conducted by researchers, the West Kotawaringin Regency Government faces various challenges in managing social media content, including:

- 1) Limited human resources who have competence in the field of social media management and digital content production.
- 2) The dynamics of issues and rapid technological developments, while the organization's ability to adapt is relatively slow.
- 3) The heterogeneity of social media user characteristics, which demands different content strategies for different audience segments.
- 4) Potential communication crisis due to mismanagement of content or inappropriate response to public feedback.
- 5) The challenge of measuring the effectiveness of social media content in building the image of local government.

Studies(Fitra et al., 2026)This study demonstrates that the Makassar City Government's digital communication through social media is effective in building a positive institutional image. Participatory and visual content has been shown to increase public engagement, while responsive and transparent communication patterns strengthen public perceptions of government accountability and closeness. This is further supported by research.(Supriyanto et al., 2024)This demonstrates that through social media, the government can strengthen relationships with the public, build trust, and increase satisfaction with public services. The role of social media in public service communications helps local governments build a positive image and increase public trust.

Although social media is generally considered effective, research by Sari and Sudaryanto (2020) found that the frequency of Instagram posts has no significant impact on an agency's image if the content is merely ceremonial. The public perceives such content as unrelated to their public service needs, thus failing to change existing perceptions or images. Similarly, research by Pratama (2018) concluded that increased social media use does not improve reputation but instead increases the risk of communication crises. Branding efforts through social media are ineffective because the public is more likely to believe the negative narratives circulating.

2. Research Methods

This study uses a quantitative approach with an explanatory research type. This approach was chosen to test the relationship between social media content management variables (X1) and public trust (X2) on local government reputation (Y). This method is suitable for statistically revealing the extent to which two independent variables influence the dependent variable.(Sugiyono, 2017)in stating that quantitative research methods can be defined as research methods based on the philosophy of positivism and aimed at testing predetermined

hypotheses. This method is used to conduct research on specific populations or samples. Generally, the sampling technique is random, data collection uses research instruments, and data analysis is quantitative or statistical. This method is called quantitative because the research data is in the form of numbers and the analysis uses statistics.

3. Results and Discussion

3.1. Respondent Overview

This research was conducted among residents of West Kotawaringin Regency who follow the official social media accounts of the West Kotawaringin Regency Government, including Instagram, Facebook, and YouTube. Data collection was conducted using a Google Forms-based questionnaire distributed via WhatsApp and social media throughout the study period. Based on the processed questionnaire data, 154 respondents were eligible for analysis, exceeding the minimum sample size of 100 required for this study. The respondent profile is presented in Table.

Table Respondent Profile

No.	Respondent Characteristics	Amount	Percentage (%)
1	Gender		
	• Woman	75	48.70
	• Man	79	51.30
	Total	154	100.00
2	Age (years)		
	• Under 20 years old	17	11.04
	• 21–30 years	88	57.14
	• Above 30 years old	49	31.82
	Total	154	100.00
3	Education		
	• Elementary School	4	2.60
	• JUNIOR HIGH SCHOOL	12	7.79
	• SENIOR HIGH SCHOOL	61	39.61
	• D4/S1	63	40.91
	• S2 and above	14	9.09
	Total	154	100.00
4	Most frequently used platforms		
	• YouTube	31	20.13
	• Facebook	38	24.68
	• Instagram	85	55.19
	Total	154	100.00

Source: Data Processed from Research Results, 2026

Based on Table the research data shows that 79 respondents, or 51.3%, were male, while 75 respondents, or 48.7%, were female. This indicates that respondent participation in this study was relatively balanced. However, the majority of male respondents indicated that male community involvement was slightly more dominant in following government information through social media.

Based on age, the respondents in this study were predominantly aged 21–30, representing 88 people (57.14%). Meanwhile, the smallest age group was under 20, representing 17 people (11.04%). This indicates that the majority of respondents are in a relatively productive age group and actively use social media.

Based on their most recent educational level, the majority of respondents had a D4/S1 degree (63 people, or 40.91%), followed by a high school degree (61 people, or 39.61%). These results indicate that the educational level of respondents in this study was dominated by the D4/S1 group. This composition also shows that the majority of respondents have had secondary to higher education, so they are considered quite capable of understanding the information content conveyed by local governments through social media.

Based on the platforms most frequently used to access local government information, Instagram ranked first with 85 respondents (55.19%), followed by Facebook with 38 respondents (24.68%), and YouTube with 31 respondents (20.13%). These findings indicate that Instagram is the most dominant digital channel used by the public to access information about the West Kotawaringin Regency Government. These findings also indicate that Instagram can be the most potential communication channel in supporting the reputation of the West Kotawaringin Regency Government.

Presenting this demographic data is crucial for providing a snapshot of the profile of the respondents who are the research subjects, allowing for a more comprehensive understanding of the research results. It is then systematically organized through a description of the respondents' demographics, a descriptive analysis of the research variables, model testing results, and a discussion of the research findings in accordance with the research problem formulation and hypotheses.

To explain the respondents' answers to the research variables, an analysis was conducted on the answers given regarding each statement. There are 15 statements covering the variables of social media, trust, and reputation. The researcher will describe each item separately, so that it can be known the number of respondents who chose each answer alternative and obtained the average value from the highest to the lowest in describing the respondents' responses. Based on the descriptive test analysis on each indicator in each variable, it can be concluded from the average value of the indicator value of 0.8 obtained from the calculation of the conclusions explained in table. $\frac{5-1}{5} = \frac{4}{5} = 0,8$

Table Range of Values and Conclusions

Value Range	Conclusion
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	High enough
3.41 – 4.20	Tall

4.21 – 5.00

Very high

Respondents' assessment categories in this study were determined using a 1–5 Likert scale with five categories. The interval range was calculated using the class interval formula, which is the difference between the maximum and minimum scores divided by the number of categories. This resulted in an interval value of 0.80, resulting in the assessment categories: very low, low, moderately high, high, and very high.

The next step after assessing the model and ensuring that each construct meets the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability is to evaluate the structural model. This evaluation includes testing model fit, path coefficients, and R^2 , which aims to determine the extent to which the model fits the available data.

The inner model is often referred to as the measurement model, which is the second stage of testing using the Smart PLS approach. The aim is to estimate the structural model, namely the path or influence between research variables.

SalaOne measurement model commonly used to evaluate structural models is the coefficient of determination (R^2 value). This test is conducted by evaluating the percentage of variance that occurs, usually by looking at the R^2 value for the endogenous latent variable. The ability of exogenous variables to explain the endogenous variables in the model is usually categorized as strong, moderate, or weak. The results of the coefficient of determination (R-square) test are described in Table 4.7.

Table R-Square Test Results

NO	VARIABLE	R-SQUARE	R-SQUARE ADJUSTED
1	Local Government Reputation	0.765	0.761
2	TRUST	0.307	0.303

Source: Data Processed from Research Results, 2026

Based on Table 4.7, the R-Square value for the local government reputation variable is 0.765, and the Adjusted R-Square is 0.761. This indicates that 76.5% of the local government reputation variable can be explained by social media and trust, while the remaining 23.5% is influenced by other variables outside the research model. This value is considered strong, indicating that the model has excellent ability to explain local government reputation.

Meanwhile, the R-Square value for the trust variable is 0.307 and the Adjusted R-Square value is 0.303, indicating that 30.7% of the trust variable can be explained by social media, while the remaining 69.3% is influenced by other factors outside the study. This value is classified as moderate to weak, indicating that there are still other variables that influence public trust.

The predictive relevance test, or Q-Square, is used to determine the ability of a research model to predict observed values for endogenous variables. In Partial Least Square (PLS)-based research, the Q-Square value indicates how well a structural model can produce predictive values for constructs influenced by other variables. The thesis document explains

that a Q-Square value > 0 indicates a model with predictive relevance, while a Q-Square value ≤ 0 indicates a model with low predictive relevance.

Based on the results of the R-Square test, it is known that the R-Square value of the Regional Government Reputation variable is 0.765, while the R-Square value of the Trust variable is 0.307. These values are then used to calculate the Q-Square using the following formula:

Q-Square Formula

$$Q^2 = 1 - [(1 - R_1^2) (1 - R_2^2)]$$

Information:

Q^2 = predictive relevance value or predictive relevance of the model.

R_1^2 = R-Square value of Local Government Reputation.

R_2^2 = R-Square Trust value.

Q-Square Calculation

$$Q^2 = 1 - [(1 - 0.765) (1 - 0.307)]$$

$$Q^2 = 1 - [(0.235) (0.693)]$$

$$Q^2 = 1 - 0.162855$$

$$Q^2 = 0.837145$$

$$Q^2 = 0.837$$

The calculation results show that the Q-Square value is 0.837. This value is greater than 0, so it can be concluded that the research model has good predictive relevance. Thus, the research model that examines the role of social media and public trust in improving the reputation of local governments is declared capable of adequately predicting endogenous constructs. This finding indicates that the variables of social media and public trust have strong predictive ability in explaining the reputation of the West Kotawaringin Regency Regional Government.

GoF is a global measure that combines the quality of the outer model (validity and reliability of indicators) and the inner model (R^2 of endogenous variables). GoF can provide an indication of how well a theoretical model fits the observed data.

According to Tenenhaus et al. (2005), the GoF formula in PLS is:

$$GoF = \sqrt{AVE_{mean} \times R^2_{mean}}$$

Note:

- AVE mean = average of Average Variance Extracted from all constructs

- R^2 = average R-square of all endogenous latent variables

$$AVE\ mean = \frac{0,65 + 0,61 + 0,64}{3} = 0,633$$

$$R^2\ mean = \frac{0,467 + 0,579}{2} = 0,523$$

$$GoF = 0.575 \sqrt{0,633} \times \sqrt{0,523}$$

The Goodness of Fit (GoF) assessment in this study refers to Tenenhaus et al. (2005), who grouped GoF values into three categories: 0.10 (small), 0.25 (medium), and 0.36 (large). A higher GoF value indicates that the model has a better fit in explaining the research data.

Based on the GoF test results, the result was 0.575, which is included in the strong category (>0.36), indicating that the proposed PLS model has a good global fit with the research data. The indicators used are quite valid and reliable, and the dependent variable (Reputation) is well explained by the independent variables (Social Media) and intervening (Trust). These results indicate that the research model has a very good level of fit, because the GoF value is in the large category. Thus, it can be concluded that the model built is able to represent empirical data optimally.

The results of the equation for the outer and inner model values in this study are described in the following chart:

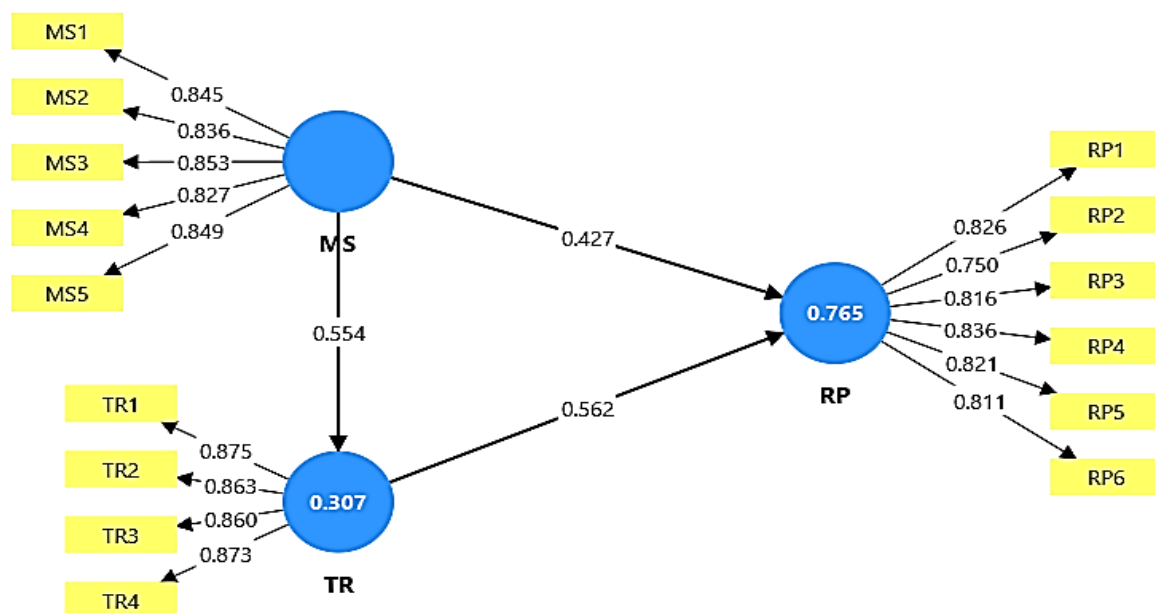


Figure Structural Model

Based on the table, two forms of inner model equations are obtained according to the position of the endogenous variables in the research model, namely the equation for the Trust variable and the equation for the Regional Government Reputation variable.

Model 1:

$$\eta_1 = \gamma_1 \xi_1 + \zeta_1$$

$$\eta_1 = 0.554 \xi_1 + \zeta_1$$

Information:

η_1 : Trust

γ_1 : Path coefficient of Social Media towards Trust

ξ_1 : Social Media

ζ_1 : Residual value of Model 1

According to Model 1, the coefficient value of the influence of Social Media on Trust is 0.554 with a positive influence direction. This means that the better the management of social media by the West Kotawaringin Regency Government, the higher the public's trust in the local government. Conversely, if social media management is less than optimal, public trust also has the potential to decrease. The R-Square value of Trust of 0.307 indicates that Social Media is able to explain 30.7% of the variation in Trust, while the remaining 69.3% is explained by other variables outside this research model.

Model 2:

$$\eta_2 = \beta_1 \eta_1 + \gamma_2 \xi_1 + \zeta_2$$

$$\eta_2 = 0.562 \eta_1 + 0.427 \xi_1 + \zeta_2$$

Information:

η_2 : Reputation of Local Government

β_1 : Path coefficient of Trust towards Local Government Reputation

η_1 : Trust

γ_2 : Path coefficient of Social Media on Local Government Reputation

ξ_1 : Social Media

ζ_2 : Residual value of Model 2

According to Model 2, the coefficient value of Trust on Regional Government Reputation is

0.562, with a positive trend. This indicates that the higher the public trust, the better the reputation of the West Kotawaringin Regency Government. Meanwhile, the coefficient value of Social Media on Regional Government Reputation is 0.427, with a positive trend. This means that better social media management will also directly improve the reputation of the regional government.

When compared, the Trust coefficient value on Regional Government Reputation of 0.562 is greater than the Social Media coefficient on Regional Government Reputation of 0.427. This indicates that Trust has a more dominant role in improving the reputation of regional governments. In other words, social media not only has a direct influence on reputation, but also plays an important role in building public trust which then strengthens the reputation of the West Kotawaringin Regency Government. The R-Square value of Regional Government Reputation of 0.765 indicates that Social Media and Trust together are able to explain the variation in Regional Government Reputation by 76.5%, while the remaining 23.5% is influenced by other variables outside this research model.

Hypothesis testing in this study was conducted to determine whether the independent variables influence the dependent variable according to the formulated hypothesis. This testing aims to provide empirical evidence regarding the relationships between variables in the research model. Hypothesis testing was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS software. This method was chosen because it can test relationships between constructs simultaneously and does not require strict data distribution assumptions.

The technique used in hypothesis testing is bootstrapping, a resampling method that aims to obtain more stable and accurate statistical values. Through the bootstrapping process, the path coefficient, t-statistic, and p-value are obtained, which are used as the basis for decision-making regarding the hypothesis. The determination of whether the hypothesis is accepted or rejected in this study is based on the following criteria: A t-statistic value > 1.96 indicates that the influence between variables is significant at the 5% significance level. A p-value < 0.05 indicates that the influence between variables is statistically significant. The path coefficient (β) value is used to see the direction and strength of the relationship between variables. If all these criteria are met, then the hypothesis is declared accepted. Conversely, if not met, the hypothesis is rejected. The following table shows statistical testing using the bootstrapping method.

The analysis of the hypothesis test (t-test) in this study is indicated by the calculated t-value and the significance value of the t-test (Sig. t-test/P-Value). The following table shows the results of the analysis of the research hypothesis test.

Table Patch Coefficient

Influence	Original Sample	t-statistic	v-value	Decision
MS -> RP	0.427	8,517	0,000	H1 accepted
MS -> TR	0.554	10,443	0,000	H3accepted

TR -> RP	0.562	12,342	0,000	H2accepted
----------	-------	--------	-------	------------

Source: Data Processed from Research Results, 2026

Based on Table all relationships between variables show a p-value < 0.05, which means the relationship between significant variables. This indicates that all indicators have a good ability to explain their respective constructs. Thus, these indicators can be said to be suitable for use in measuring the MS, TR, and RP variables. The influence of social media on local government reputation has a coefficient value of 0.427, indicating a positive relationship. This means that the better the management of social media, the more the local government's reputation will improve. The influence of social media on public trust has a value of 0.554, indicating that social media plays a significant role in building public trust. Meanwhile, the influence of trust on local government reputation is 0.562, indicating that the higher the level of public trust, the better the local government's reputation.

The relationship between variables can be seen through direct and indirect influences. The analysis of the hypothesis test (t-test) in this study is indicated by the calculated t-value and the significance value of the t-test (Sig. t-test/P-Value). The indirect influence between variables using a significance level of 0.05 or a p-value of 0.05 can be seen in Table.

Table Results of Indirect Effect Test

Variable Relationship	Original Sample	t-statistic	v-value
MS -> TR -> RP	0.312	7,768	0,000

Source: Data Processed from Research Results, 2026

Based on Table, it is known that the indirect effect of social media on local government reputation through public trust has a coefficient value of 0.312 with a p-value < 0.05. This indicates that public trust can mediate the relationship between social media and local government reputation. This means that good social media management will increase public trust, which ultimately impacts the reputation of local government.

3.2. Discussion

1) The Influence of Social Media on Public Trust

The research results show that social media and public trust play a significant role in enhancing the reputation of the West Kotawaringin Regency Government. This suggests that the better the local government's social media management, the higher the public's trust in the government. In a study by (Supriyanto et al., 2024) shows that through social media, the government can strengthen relationships with the public, build trust, and increase satisfaction with public services. With the role of social media in public service communications, local governments will build a positive image and increase public trust. Then, in (Anggraeni Diah, 2025) emphasized that Instagram is not only a publication tool, but also a strategic arena in building legitimacy, credibility, and public trust in DPD members.

Social media serves not only as a means of conveying information but also as a public communication space that can shape public perception. When information is delivered

quickly, openly, easily accessed, and relevant to public needs, the public is more likely to assess the government's capability and good intentions in carrying out its duties. In the context of the West Kotawaringin Regency Government, social media can be a means of shortening the communication gap between the government and the public. The public can obtain information about programs, policies, services, regional activities, and government responses to public issues without having to visit government offices in person.

2) The Influence of Public Trust on the Reputation of Local Government

Public trust has also been shown to have a positive and significant impact on local government reputation. This finding indicates that local government reputation cannot be built solely through social media content. Reputation is strengthened when the public truly trusts the government. This aligns with (Suhaimi, 2020) which explains To build a reputation, several elements or components are required for a communicator, namely credibility, trustworthiness, reliability and social responsibility, then in (Ramadhani, 2025) explaining in practical terms shows that organizations need to maintain service quality, be transparent, and remain consistent in communicating so that public trust can be maintained.

Study (Hartono & Rosia, 2021) concluded that the factor influencing student trust is institutional reputation. Institutional reputation must be continuously improved, as it has a positive effect on trust. This trust is born from the perception that the government is capable of working, has good intentions, is honest, transparent, and consistent between the information conveyed and the reality of public service. In other words, the reputation of a local government is not only the result of digital publications, but also the result of continuously building trust.

3) The Influence of Social Media on the Reputation of Local Governments

Social media also directly impacts the reputation of local governments. A coefficient of 0.427 indicates that good social media management can improve the government's reputation in the eyes of the public. Open, fast, engaging, and easy-to-understand content can build a positive image of local governments. This is in line with research by (Maulvi et al., 2023) explains that social media plays a role as a crisis management tool, namely in order to form a positive image and maintain the government's reputation, every time an issue arises that has the potential to become a crisis that needs to be followed up immediately, social media can be a solution in providing a fast response, transparency of information and ease of two-way communication in handling the crisis that occurs.

The government can use social media to communicate development programs, public services, regional potential, performance achievements, and clarify emerging issues. However, the direct impact of social media on reputation is still lower than the impact of trust on reputation. This suggests that social media will be more effective in building reputation if the content conveyed fosters public trust.

Overall, the results of this study confirm that social media plays a strategic role in local government communications. However, social media should not be understood solely as a means of publicizing activities. It must be managed as a means of building public trust. The West Kotawaringin Regency Government needs to develop content that is not only visually appealing but also informative, responsive, open, and tailored to the needs of the community. When digital communication aligns with the government's actual performance, public trust will increase. Ultimately, this increased trust will strengthen the local government's reputation in a more sustainable manner.

4. Conclusion

Based on the analysis and discussion regarding the influence of social media and public trust in improving the reputation of the West Kotawaringin Regency local government, the following conclusions can be drawn: Social media has a positive and significant effect on the reputation of the local government. This indicates that better management of social media by the local government, such as information transparency, speed of delivery, and ease of access, will further improve the local government's reputation in the eyes of the public. Social media has a positive and significant effect on public trust. This means that effective use of social media can build public trust in the local government, especially in terms of transparency, honesty, and accurate information delivery. Public trust has a positive and significant effect on the reputation of the local government. This indicates that the higher the level of public trust, the better the reputation of the local government is formed. Social media influences the reputation of the local government through public trust as a mediating variable. In other words, public trust acts as an intermediary that strengthens the influence of social media on the reputation of the local government. Good social media management will increase trust, which ultimately has an impact on improving the reputation of the local government. The R-Square value indicates that the research model has strong explanatory power for the local government reputation variable and moderate for the trust variable. This means that social media and trust variables are able to explain most of the variation in local government reputation, but there are still other factors outside the research that influence public trust.

5. References

Journals:

- Anandita, Y. S. T. Y. R. R. (2022). Pengaruh Penggunaan Media Sosial Dan E-wom Terhadap Kepercayaan. *Jurnal Aplikasi Manajemen Dan Bisnis*, 8(2), 515–523.
- Anggraeni Diah. (2025). *Optimalisasi Media Sosial Instagram dalam Membangun Citra dan Reputasi Anggota DPD RI : Studi Kasus terhadap akun Instagram Fahira Idris Dapil DKI Jakarta Pendahuluan kepercayaan masyarakat terhadap Anggota DPD RI . modern , tidak hanya sebagai alat penye. 03(03)*, 1854–1861.
- Cahyani, A. M. (2020). Strategi Komunikasi Humas Pemerintahan Kota Surabaya Dalam Melayani Dan Menggali Potensi Masyarakat Melalui Media Sosial. *Jurnal Ilmu*

- Komunikasi*, 10(1), 1–18. <http://jurnalfdk.uinsby.ac.id/index.php/JIK>
- Caroline, A. D., & Sihidi, T. I. (2022). Strategi Humas Dalam Menjaga Citra Positif Pemerintah Kota Malang Di Era Keterbukaan Informasi Publik. *Ilmu Politik Dan Komunikasi*, 12(2), 11–23.
- Chin, Wynne & Marcolin, Barb & Newsted, Peter. (2003). A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects: Results from a Monte Carlo Simulation Study and an Electronic-Mail Emotion/Adoption Study.
- Dilapanga, M. S., & Agustini, P. M. (2025). Analisis Penyelenggaraan Pelayanan Publik di Lembaga Pemerintahan untuk Menciptakan Reputasi Layanan Unggul (Studi Kasus di BP3MI DKI Jakarta). *JlIP - Jurnal Ilmiah Ilmu Pendidikan*, 8(11), 13057–13067. <https://doi.org/10.54371/jiip.v8i11.9530>
- Ditiro. (2024). Public Trust dan Partisipasi Masyarakat, Sebuah Narasi Singkat. *Ombudsman.Go.Id*, 38(2011), 2018–2019. <https://ombudsman.go.id/artikel/r/pwkinternal--public-trust-dan-partisipasi-masyarakat-sebuah-narasi-singkat#:~:text=sepakati,rakyat untuk menjalankan kemudi negara>
- Fitra, E., Salam, R., Muhajir, H., Makassar, U. P., Bosowa, U., Artikel, I., Sosial, M., Institusi, C., & Education, J. (2026). *PERAN MEDIA SOSIAL DALAM MEMBANGUN CITRA INSTITUSI PEMERINTAHAN KOTA MAKASSAR TERPILIH*. 14(1), 148–155.
- Hardjana, A. A. (2008). *Komunikasi dalam manajemen reputasi korporasi*. *Jurnal Ilmu Komunikasi*. 1–24. <https://doi.org/10.24198/jik.v5i1.102703>
- Hartono, B. S., & Rosia, R. (2021). Reputasi institusi dan ketersediaan informasi dalam mempengaruhi kepercayaan dan dampaknya pada niat menjadi mahasiswa. *Journal of Management and Digital Business*, 1(1), 52–63. <https://doi.org/10.53088/jmdb.v1i1.40>
- Kasmirus, W. (2013). Peran kehumasan untuk membangun citra positif Kab Kukar. *Administrasi Reform*, 1(1), 190–208. <https://e-journals.unmul.ac.id/index.php/JAR/article/view/458/411>
- Maulvi, H. R., Rizal, E., & Lusiana, E. (2023). Peran Media Sosial Bagi Humas Pemerintah. *Jurnal Komunikasi*, 14(1), 92–101. <https://doi.org/10.31294/jkom.v14i1.14939>
- Nawawi, J. (2023). MEMBANGUN KEPERCAYAAN DALAM MEWUJUDKAN GOOD GOVERNANCE Oleh : Juanda Nawawi. *Наукoвi Перспективи (Naukovì Perspektivi)*, 1(11(41)), 19–29.
- Ningtyas, T. (2018). Kepercayaan Masyarakat di Badan Pertanahan Nasional II Surabaya. *Jurnal Ilmiah Manajemen Publik Dan Kebijakan Sosial*, 2(1), 195–211.
- Pane, D. N., Ahmad, R., & Fikri, M. El. (2019). Peran Media Sosial Instagram Dalam Interaksi Sosial Antar Siswa Sma Negeri 2 Binjai (Studi Pada Jurusan Ips Angkatan 2016). *Jurnal Manajemen Tools*, 11(1), 35–44. <https://doi.org/10.1017/CBO9781107415324.004>
- Purwanto, S. (2017). Perilaku Pembelian Produk Fashion Didasarkan Pada Kepercayaan Menggunakan Media Sosial. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 1(1), 55–67. <https://doi.org/10.25139/ekt.v1i1.89>
- Purwindra, M. B. (2016). Peran Humas Badan Pusat Statistik Sebagai Pengelola Manajemen

- Reputasi Di Era Keterbukaan Informasi Publik. *Jurnal Kajian Komunikasi*, 7(1), 71–82.
<https://jkms.ejournal.unri.ac.id/index.php/JKMS/article/view/3644/3544>
- Qadir, Abdul Ramli, M. (2024). *MEDIA SOSIAL (DEFINISI, SEJARAH, DAN JENIS-JENISNYA)*. 3(6), 1–23.
- Ramadhani, W. O. (2025). Membangun Citra dan Reputasi. *Jurnal Penelitian Ilmiah Multidisipliner*, 2(04), 2520–2533.
<https://ojs.ruangpublikasi.com/index.php/jpim/article/view/1616>
- Shakila, T., Putri, L. R., & Kuncoro, W. (2024). PEMANFAATAN MEDIA SOSIAL HARIAN BHIRAWA DALAM MENINGKATKAN MINAT BACA MASYARAKAT. In *RELASI: Jurnal Penelitian Komunikasi* (Vol. 04, Issue 02).
- Silalahi, U. (2011). Kepercayaan Publik kepada Pemerintah Daerah Pasca Orde Baru. *Ilmu Akuntansi Negara*, 11(2), 167–179.
- uhaimi. (2020). Membangun Citra Melalui Reutasi. *Jurnal Raden Intan*.
<http://ejournal.radenintan.ac.id/index/php/komunika>
- Supriyanto, D., Nuryanti, & Noegroho, A. (2024). Media Sosial dalam Efektivitas Komunikasi Pelayanan Publik Instansi Pemerintah Daerah. *INNOVATIVE: Journal Of Social Science Research*, 4, 7796–7810.

Books:

- Arikunto. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek*. PT. Rineka Cipta.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017a), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks, CA.
- Ridwan Ahmad Kuncoro, E. (2007). *Cara Menggunakan dan Memakai Analisis Jalur (Path Analysis)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.