GOVERNMENT DIGITAL TRANSFORMATION: UNDERSTANDING THE ROLE OF GOVERNMENT SOCIAL MEDIA

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ABSTRACT

MSMEs have a strategic role in the Indonesian economy, with significant contributions to GDP and employment. In the digital era, social media has become an important tool for communication and interaction between government and society. This research aims to understand the role of government social media in digital transformation, specifically through a case study on the Ministry of Cooperatives and SMEs towards MSME players in Jakarta. The research method used is a quantitative approach using a questionnaire distributed to 181 respondents who are MSME players in Jakarta. This study explores the influence of reachability, information quality, and social media engagement as independent variables on public trust in government social media agencies as the dependent variable. The results of multiple linear regression analysis show that these three factors have a significant positive influence on public trust. This finding supports cultivation theory which states that consistent and high-quality media exposure can shape positive public perceptions. Recommendations are given to the government to improve outreach, information quality, and active engagement on social media to build trust and support the growth of MSMEs.

KEYWORDS	*Social Media, Reachability, Information Quality, Social Media Engagement, Trust In Government Social Media Agency.*

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play an important and strategic role in Indonesia's economic structure. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 65 million with a contribution to GDP of 61%. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce. As a business entity that

supports the Indonesian economy, MSME players are also expected to utilize internet technology and social media to improve business performance and contribute to the development of Indonesia's digital economy and MSMEs.

In this rapidly evolving digital age, social media has changed the way people interact, communicate and get information. Social media has evolved into a very useful tool for communicating with various organizations, including government agencies. Government-owned social media has become an important component of the Indonesian government's communication approach to the public. Government social media was created to keep the public informed and engaged through various social media platforms, including information on policies, government programs, official announcements, and breaking news. Content shared through social media is also intended to increase transparency and encourage public participation (Arianto, 2023; Dharma, 2024)

These interactions are not only limited to disseminating information, but also receiving feedback from the public, which can help make policies more representative and inclusive. Therefore, social media has become an important tool to increase people's trust in the government and its credibility (Akasse & Ramansyah, 2023). Most of the content shared on social media focuses on government programs. Information on infrastructure, health, education, and other social development programs are regularly shared to show the progress and positive effects of government activities. The government can reach a wider audience by utilizing social media, including community groups that may be difficult to reach through conventional means of communication. Government achievements are also often shared through social media. Coverage of official visits, meetings around the world, or the launch of new projects are included. Through content like this, the public wants to stay informed about government actions and show that the government is transparent and accountable (Meivia et al., 2024).

The Ministry of Cooperatives and SMEs itself has five official social media accounts, namely Twitter named @kemenkopukm, Facebook named kemenkopukm, Instagram named kemenkopukm, Youtube named KemenkopUKMRI and TikTok named kemenkopukm. Through social media, communication with the public, especially SMEs, can be done quickly and get feedback and evaluation materials for government policies. A number of policies of the Ministry of Cooperatives and SMEs are carried out based on direct input from the community, such as interest rates bank loans for SMEs which are then realized with a decrease in interest on People's Business Credit (KUR) and the establishment of cooperative and SME legal entities which are now increasingly facilitated.

Based on this background, it is important for the government, in this case the Ministry of Cooperatives and SMEs, to carry out digital transformation with social media as one of the main instruments in the process. A comprehensive understanding of the role of government social media in digital transformation is important because of its far-reaching implications for the relationship between government and society. In this regard, how do factors such as reachability, information quality, and social media engagement affect people's trust in government social media agencies?

The importance of reachability in this context refers to the ability of government social media to reach and interact with diverse segments of society. The wider the reach of social media, the greater the potential to disseminate information and expand public participation in the decision-making process.

Social media marketing is characterized by the rapid speed of information dissemination, accessibility, ease with which social media can be used as a digital marketing tool and the global reachability of social media (Werke & Agazu, 2023). This idea is supported by previous research on Online Healthcare Practices and Related Stakeholders: A Literature Review for Future Research Agenda (Panda & Mohapatra, 2021), with Internet technology, online healthcare practices continue to evolve through diverse delivery functions with better and faster reach.

Information quality is also an important aspect in building public trust in government social media institutions. Information that is accurate, relevant and easily accessible will increase the level of trust and credibility of the institution. Information quality from government social media institutions has been shown to substantially influence people's participation in government initiatives such as online political participation (Arshad & Khurram, 2020).

Social media engagement also plays a key role in building a strong relationship between the government and the public. High levels of engagement, such as quick responses to public inquiries and feedback, can improve public perceptions of government openness and accountability. This idea is supported by previous research on the influence of embedding media channels. For example, Herman et al. (2020) found that the social networking platform 'Facebook' created sentiment to foster users' perceptions and attitudes towards ethnic diversity.

Social media has become one of the best places to interact with the public, build relationships, and provide customer service, so instead of just for the sake of the platform, government social media must get better at monitoring content, being responsible for advocating, removing fake or hateful content and maintaining public trust (trust in government social media) (Appel et al., 2020). Content with inaccurate narratives, fake news (hoaxes) and manipulation of public opinion through social media platforms can undermine public trust in government agencies' social media (Bradshaw & Howard, 2018). The provision of quality information by government agencies on social media will moderate the relationship between perceptions of government response and public trust in government, so that the relationship will be stronger if the value of providing quality information by government agencies on social media is higher (Mansoor, 2021).

However, while the importance of social media in government digital transformation is widely recognized, a comprehensive understanding of its role and impact is limited. In particular, research that focuses on the relationship between factors such as reachability, information quality, and social media engagement with public trust in government social media agencies is limited. Therefore, this study aims to fill this knowledge gap by analyzing how reachability, information quality, and social media engagement affect public trust in government social media agencies.

The importance of this research is also reinforced by the increasingly complex global context, where social, political and technological changes are occurring rapidly. Modern society tends to rely on social media as a primary source of information and interaction, making it important to understand how governments utilize it to build trust and legitimacy. A better understanding of the factors that influence public trust in government social media is needed so that the government can optimize its strategies in communicating and interacting with the public.

This research is also relevant in the context of increasing challenges related to government trust and legitimacy in the digital era. Given the rapid and widespread dissemination of information through social media, the public can be easily swayed by inaccurate narratives or fake news (hoaxes), which can undermine public trust in the government. Therefore, this research has practical implications in helping the government strengthen public trust through effective management of government social media.

The urgency of this research is very important given the crucial role of social media in the context of the current digital transformation of government. With the increasing reliance of the public on social media as a source of information and a channel of interaction with the government, an in-depth understanding of how social media influences public trust in government institutions is key. This research can provide valuable insights for government decision-makers in designing effective communication strategies, ensuring the availability of accurate information, and significantly increasing public engagement.

In a turbulent global context where disinformation and dubious narratives can quickly spread through social media, this research also urgently provides a solid foundation for the government to combat hoaxes and build strong trust with the public. The government needs to understand the factors that influence trust in government social media so that it can take proactive steps to strengthen integrity and transparency in its communication with the public. Therefore, the urgency of this research is not only related to the advancement of government digital transformation, but also to building a solid foundation for public trust in a modern and responsive government (Mergel et al., 2019) .

This research replicates previous research conducted by Yun-Peng Yuan et al. (2023) on Government Digital Transformation: Understanding the Role of Government Social Media. The results of that study contribute to the literature in China by highlighting the role of community groups in technology implementation, providing examples to demonstrate the social governance characterized in China by investigating the role of government social media in facilitating people's digital participation in government-initiated technologies, which has important strategic significance for China's future program and policy rollout. This research adopts and extends previous research with a focus on the Indonesian government with a case study on the social media of the Ministry of Cooperatives and SMEs. The questionnaire was made to be relevant to the conditions, culture and culture in Indonesia.

RESEARCH METHOD

Research Design

This research adopts a quantitative research approach because this research focuses on testing theories by measuring variables through mathematical calculations. This approach is used to explain the relationship between variables analyzed using statistical methods. Quantitative research focuses on collecting data from certain populations or samples and applying statistical analysis to test previously formulated hypotheses (Sugiyono, 2020).

This study uses a causal research approach, which is designed to analyze how one variable affects another. This approach uses quantitative methods, which aim to test or verify theory, by taking theory as a foundation in determining and solving research problems.

The object of this research includes relevant variables, namely reachability, information quality, and social media engagement as independent variables, as well as public trust in government social media agencies as the dependent variable.

Operational Definition of Variables

Table 1. Variables and Indicators

No.	Variables	Variable Definition	Indicator	Indicator Source
1	*reachability* - x1	The ability of government social media to provide effective and accessible connections to the public can create positive perceptions of transparency and openness. (Castro & Lopes, 2023).	Easily accessible. Easy to connect anywhere. You can use any device as long as it is connected to the internet.	Yun-Peng Yuan et al. (2023). Yun-Peng Yuan et al. (2023). Author.
2	*information quality* - x2	According to Delone and McLean (1992) in Chinomona & Chinomona (2014) information quality is a characteristic of the information inherent in the system itself.	provide enough news & information content to understand and obtain the necessary facts. provide accurate information in properly delivering government news & policies. Provide diverse information. Provide timely news & information (not out of date). Provide relevant news & information as needed.	Yun-Peng Yuan et al. (2023). Yun-Peng Yuan et al. (2023). Yun-Peng Yuan et al. (2023). Yun-Peng Yuan et al. (2023). Author.
3	social media engagement	Social media engagement of government institutions in various activities such as	always read the content posted by government social media.	Yun-Peng Yuan et al. (2023).

	(*social media engagement*) - x3	responding to questions, providing relevant information, and interacting with the public (Viana, 2021).	always share content posted by government social media. always recommend content posted by government social media to family/relatives.	Yun-Peng Yuan et al. (2023). Yun-Peng Yuan et al. (2023).
4	public *trust in government social media agencies* - y	Strong and sustained public trust in government can ultimately increase public support and participation in various government initiatives and policies (Wagola et al., 2023)	Have trust in the information provided by government social media. Have trust in government social media as a provider of information. Have confidence that the information provided by government social media can increase knowledge. Believe that information provided by government social media can advance business.	Yun-Peng Yuan et al. (2023). Author. Author. Author.

Sampling Method

Research Population

Population is an object or subject that is in an area and fulfills certain conditions related to the problem or object of research. The population in this study were MSME players in Jakarta.

Research Sample

The sample is part of the number and characteristics possessed by a population (Sugiyono, 2018). The sampling method in this study is non-probability, namely *convenience sampling*. *Convenience sampling* is a method of determining the sample by selecting the sample freely at the will of the researcher. This sampling method was chosen to facilitate the conduct of research on the grounds that the respondents used were MSME players in Jakarta who knew the social media of the Ministry of Cooperatives and SMEs

Data Collection Method

The data used in this research is primary data, which means that the data is obtained directly from the source that is the object of research. The use of questionnaires as a data collection method can be effective in collecting large amounts of data from a variety of respondents. The data collection process is carried out by the procedure of the researcher compiling a number of written questions given to the respondent then the respondent fills out the questionnaire. The way the questionnaire was distributed by the researcher was by first creating a questionnaire on *google form* then the *google form* questionnaire *link* was distributed via social media such as

Whatsapp and *Instagram*. The results of this questionnaire were then processed using SPSS data processing software.

The data measurement carried out is by using a Likert Scale. The Likert scale is used to measure respondents' attitudes and opinions regarding the phenomenon under study. In this scale, the variables to be measured are explained in the form of variable indicators, and these indicators become the basis for compiling questions or statements. This questionnaire consists of questions measured using a six-point Likert scale with the following scale explanation:

1: Strongly Disagree (STS)
2: Disagree (TS)
3: Somewhat Disagree (ATS)
4: Moderately Agree (CS)
5: Agree (S)
6: Strongly Agree (SS)

III.5 Data Analysis Method

The analysis method used in this research is multiple linear regression analysis. This regression analysis aims to obtain a comprehensive picture of the relationship between the independent variable and the dependent variable. Before conducting multiple linear tests, the method requires conducting classical assumption tests to get the best results (Ghozali, 2011). The purpose of fulfilling this classical assumption is intended so that the independent variable as an estimator of the dependent variable is unbiased.

Validity and Reliability Test

Validity Test

The validity test is carried out to test the level of validity or validity of an instrument in research. According to Sugiyono (2022: 121) "a valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what should be measured". The validity test can be done by means of *Pearson Correlation*, by looking at the significance of the correlation of each indicator with the construct score (total indicators). If the correlation score of each indicator against the total indicator score is significant with a value> 0.50, then all indicators are declared valid (Ghozali, 2021).

Reliability Test

Research instruments must be tested for reliability or trustworthiness. According to Widhi and Puspaningtyas (2016: 97) "A research instrument can have a high level of confidence, if the results of testing the instrument show relatively and fixed (consistent) results". The reliability test during the pre-test was carried out by looking at the *Cronbach's Alfa* value where the value must be> 0.70 (Ghozali, 2021).

Multiple Linear Regression Analysis

Hypothesis testing in this study uses multiple linear regression analysis. In this study, multiple linear regression analysis tests were conducted to determine the effect of Reach (X_1), Information Quality (X_2) and Government Social Media Involvement (X_3) on Public Trust in Government Social Media (Y). Multiple linear analysis was conducted with the coefficient of determination test, t test, and F test. The regression model in this study is as follows:

$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_{(3)} + e$

Description:

Y : variable of public trust in social media
  Government (TSM)
a : constant
$\beta_1, \beta_2, \beta_3$: regression coefficient
X_1 : range variable (REA)
X_2 : information quality variable (IQ)
X_3 : government social media engagement variable (SME)
e : error

Test Coefficient of Determination (R^2)

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between 0 and 1. A small R^2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. Conversely, if the variable value has a value close to one, it means that the independent variables provide the information needed to predict the variation in the dependent variable.

Partial Test (t Test)

The t test is used to determine whether the independent variables partially have a real effect or not on the dependent variable. The degree of significance used is 0.05. If the significant value is smaller than the degree of confidence then we accept the alternative hypothesis, which states that an independent variable partially affects the dependent variable.

This test is a two-way test with the hypothesis:

$H_0 : \beta = 0$

This means that there is no influence of the independent variable on the dependent variable.

$H_a : \beta_1 < 0$ or $\beta_1 > 0$

This means that there is an influence of the independent variable on the dependent variable

1. H_0 is accepted and H_a is rejected if $t_{(count)} < t_{(table)}$, meaning that the independent variable has no significant effect on the dependent variable.
2. H_0 is rejected and H_a is accepted if $t_{(calculate)} < t_{(table)}$, meaning that the independent variable has a significant effect on the dependent variable.

Simultaneous Test (F Test)

The F test basically shows whether all independent variables included in the model have a simultaneous influence on the dependent variable. Hypothesis testing is done by comparing the $F_{calculated}$ value with F_{table} using the f distribution table list with degrees of freedom, namely (df) = n - k - 1 at a rate of 5%. This means that there is a large chance or small risk when there is an error of 0.05, with the terms of the f test as follows:

1. If $F_{count} > F_{table}$ then it can be concluded that H_0 is rejected and H_a is accepted, stating that all independent variables simultaneously and significantly affect the dependent variable;

2. If $F_{count} \leq F_{table}$, it can be concluded that H_0 is accepted and H_a is rejected, stating that there is no significant effect between the independent variable and the dependent variable.

RESULT AND DISCUSSION

This research is a quantitative study that uses a questionnaire as a data collection instrument. Data were collected from May 19, 2024 to May 30, 2024. During this period, 285 respondents were obtained. However, there were 104 responses that did not meet the criteria, and as a result 181 responses were examined. The data selection process is described in table 2.

Table 2. Data selection

No.	Criteria	Total Data
1	Total Respondents	285
2	Respondents not running/managing a business	(18)
3	Respondents are not aware of the Ministry of Cooperatives and SMEs' social media	(22)
4	Respondents outside DKI Jakarta	(64)
Total data that can be processed		**181**

Source: Questionnaire Results

A total of 18 (eighteen) respondents with the criteria of not running / managing a business were not included because they were deemed ineligible. Respondents with the criteria of not knowing the social media of Kemenkop UKM as many as 22 (twenty-two) people were also not included, and respondents as many as 64 (sixty-four) people were also not included because the location of the business outside Jakarta so that this did not match the criteria of this study.

Respondent Demographics

This section describes the demographics of respondents who describe the characteristics of respondents consisting of gender, education level, type of business,

number of employees, business turnover, business age and time intensity of social media usage.

Table 3. Respondent Characteristics

Respondent Character	Frequency	%
GENDER TYPE		
Male	51	28.2 %
Female	130	71.8 %
Total	**181**	**100 %**
EDUCATION		
SMP	2	1.1 %
HIGH SCHOOL	43	23.8 %
D3	16	8.8 %
D4 / S1	111	61.3 %
S2	9	5 %
Total	**181**	**100 %**
BUSINESS TYPE		
Culinary	87	48.1 %
Trade	22	12.2 %
Services	36	19.9 %
Health	3	1.7 %
Industry	32	17.7 %
Lodging	1	0.6 %
Total	**181**	**100 %**
NUMBER OF EMPLOYEES		
1-5 people	163	90.1 %
6-20 people	16	8.8 %
> 20 people	2	1.1 %
Total	**181**	**100 %**
BUSINESS TURNOVER		
< IDR 2 billion	134	74 %
IDR 2M to 15 M	47	26 %
Total	**181**	**100 %**
AGE OF BUSINESS		
0-5 years	105	58 %
6-10 years	60	33.1 %
11-15 years	11	6.1 %
> 15 years	5	2.8 %
Total	**181**	**100 %**
TIME INTENSITY OF SOCIAL MEDIA USAGE IN A DAY		
< 1 hour/day	21	11.6 %
1 - 3 hours/day	46	25.4 %
3 - 5 hours/day	39	21.5 %
> 5 hours/day	75	41.4 %
Total	**181**	**100 %**

Source: Processed with SPSS 27

Data on respondent characteristics are shown in Table 3, which consists of gender, education, type of business, number of employees, business turnover, business age and length of social media usage. The results above show that the majority of respondents are female (71.8%), the phenomenon that the formal sector is dominated by men, women's participation in the world of work and professionals is often hampered by the discrimination and gender inequality experienced by women. Because of this condition, many women work in the informal sector by initiating small businesses, or known as MSME entrepreneurs. As a result, women's participation in the sector also continues to increase over time. This research data is in line with Bank Indonesia data where the total Micro, Small and Medium Enterprises (MSMEs) in 2018 reached 57.83 million with more than 60% managed by women (around 37 million).

The majority of respondents' highest level of education is Diploma 4 or Bachelor's degree (61.3%), the phenomenon of many Diploma 4/S1 graduates choosing to run MSMEs, shows that Diploma 4/S1 graduates have great potential to contribute significantly to the national economy. The economic independence, innovation and managerial skills possessed by D4/S1 graduates enable them to develop more efficient and competitive MSMEs. Despite facing economic challenges and financial risks, the ability to innovate and identify market opportunities gives them a competitive edge. Therefore, this phenomenon should not be seen as a sign of lack of employment opportunities, but as evidence of the courage and creativity of D4/S1 graduates in facing economic challenges and creating new opportunities.

Businesses in the culinary field are mostly run by MSME players, which in this study showed a percentage of 48.1%, the phenomenon of the rise of culinary businesses that have sprung up in various corners of the city. From fancy restaurants to street stalls, from unique concept cafes to mobile food carts, culinary businesses seem to be the top choice for many people who want to start a business because the initial capital required is *relatively* affordable. Culinary businesses offer flexibility and creativity that other businesses do not.

Data on the intensity of social media usage in a day is mostly more than 5 (five) hours, this phenomenon reflects that MSME players are able to utilize digital technology to develop businesses, such as through e-commerce, digital marketing, and technology-based business management.
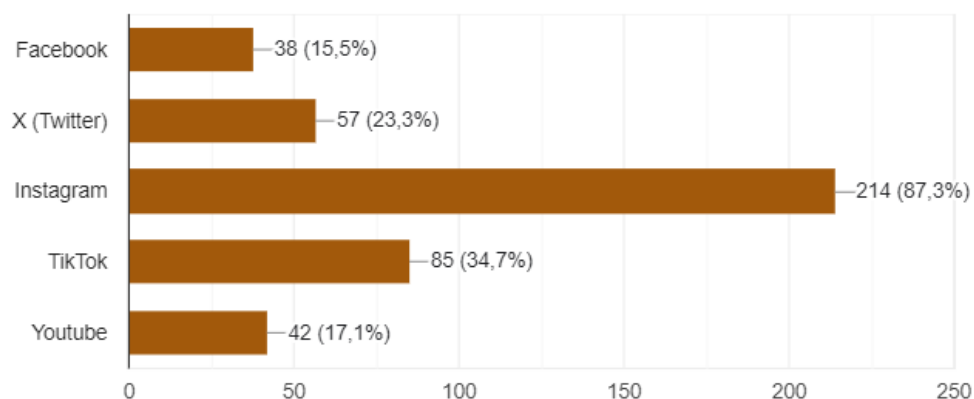
Figure 2. Percentage of Social Media Usage

From the results of the study, it shows that Instagram and TikTok social media tend to be preferred because of their ease of sharing information and attracting the attention of business actors. Instagram with the ease of posting visual displays in the form of *still images and short videos*, making the most frequently uploaded information will have a higher tendency to attract attention. Tiktok with the like function and the ease of the share feature to share information provides a viral effect coupled with the ease of interacting with *tiktok live*.

Test Results

The following are the results of the pre-test validity and reliability test with 181 respondents who meet the criteria, namely: running / managing a business, knowing the social media of the Ministry of Cooperatives and SMEs and domiciled in DKI Jakarta.

Table 4. Validity and Reliability Test Results

No.	Variable	Indicator Code	Validity Test		Reliability Test	
			Pearson Correlation >0.50	Ket.	Cronbach's Alpha >0.70	Ket.
1	*Reachability* (REA)	REA1	0.776	Valid	0.852	Reliable
		REA2	0.927	Valid		
		REA3	0.925	Valid		
2	*Information Quality* (IQ)	IQ1	0.866	Valid	0.899	Reliable
		IQ2	0.799	Valid		
		IQ3	0.849	Valid		
		IQ4	0.871	Valid		
		IQ5	0.831	Valid		
3		SME1	0.864	Valid	0.880	Reliable

	Social Media	SME2	0.928	Valid			
	Engagement	SME3	0.914	Valid			
	(SME)						
4	*Trust in*	TSM1	0.832	Valid	0.830	Reliable	
	Government	TSM2	0.813	Valid			
	Social Media	TSM3	0.820	Valid			
	Agency	TSM4	0.807	Valid			
	(TSM)						

Source: Processed with SPSS 27

Based on table 4, it is stated that there are 15 question items consisting of 3 *Reachability* question items, 5 *Information Quality* question items, 3 *Social Media Engagement* question items, and 4 *Trust in Government Social Media Agency* question items and the results of the validity test significance indicator value> 0.50, so it can be said that the 15 questions in the questionnaire can be said to be valid.

Based on table 4, it shows that each variable has a Cronbach alpha value> 0.7. So it can be said that the questionnaire used in this study is reliable.

Hypothesis Test Results

The following table presents the results of hypothesis testing using linear regression.

Table 5. Hypothesis Results

Research Model:	TSM = a + b1.REA + b2.IQ + b3.SME + e						
Variabel	Prediction	Unstandardized Coefficients		t	Parsial test		
		B	Std. Error		Sig.	Sig / 2	Decision
(Constant)		3,792	0,925	4,098	<,001		
Reachability (X1)	+	0,432	0,089	4,848	<,001	<,001	H1 = Accepted
Information Quality (X2)	+	0,316	0,066	4,788	<,001	<,001	H2 = Accepted
Social Media Engagement (X3)	+	0,134	0,055	2,426	0,016	0,008	H3 = Accepted
Adjusted R2	0,66						
F test	114,575						
F significance	< 0,001						
Dependent Variable: Trust in government Social Media(Y)							
Source: Processed with SPSS 27							

From the test results in table 5, it can be seen that the adjusted R2 value is 0.66. This means that 66, % of the variation *in the Trust in Government Social Media* variable can be explained by the variables of excellence *in reachability, information quality*, and *social media engagement*. The significant value of F shows a number <0.001 which means the model fits. From the partial t test results, it was found that the *reachability* and *information quality* variables had a significant effect on *Trust in Government*

Social Media with a standard error of 1%, while the *social media engagement* variable had an effect on the *Trust in Government Social Media* variable, but with a significance level of 5%. This may prove that the *reachability* and *information quality* factors are much more important in creating social media content so that it can be trusted by the public.

H₁ : Reachability has a positive effect on trust in government social media

The results of this study indicate that the *reachability* of government social media has a significant positive influence on public trust in government social media. This finding is in line with the *cultivation* theory developed by George Gerbner. This theory states that consistent exposure to media can shape individual perceptions and beliefs about social reality. In this context, the wide reach of government social media allows people to be continuously exposed to information from the government, thus strengthening their trust in government transparency and openness.

Previous research by Castro & Lopes (2022) also supports these findings, suggesting that the ability of mobile technology to provide an effective connection without time and location constraints can increase people's positive perceptions of government transparency. In addition, research by Khatib et al. (2022) revealed that good reachability reflects the government's commitment to providing efficient and responsive services, and shows concern for the needs of the people.

As such, the ability of government social media to provide effective and accessible connections to the public creates a transparent, open and responsive communication environment. This plays an important role in building and strengthening public trust in government social media as a reliable and useful source of information.

H2 : *Information Quality* has a positive effect on trust in government social media.

The results of this study indicate that *information quality* delivered through government social media has a positive and significant impact on the level of public trust. This finding is in accordance with the *cultivation* theory proposed by George Gerbner, which states that the media plays an important role in shaping individual perceptions and beliefs about social reality. In this context, information delivered by government social media that is relevant, accurate, and useful can shape people's perceptions that the government is transparent, competent, and concerned about their needs.

Previous research by El Massah & Mohieldin (2020) supports these findings by showing that high information quality reflects the government's commitment to providing reliable and useful information to the public. Good information quality can strengthen the image of government social media as a trusted and reliable source of information for the public.

In addition, research by Alvarenga et al. (2020) shows that high information quality can reduce public doubts and uncertainties about the information received, thereby strengthening public trust in government social media. High information

quality helps build the government's reputation as an agency that is transparent, competent, and concerned about the needs of the community.

Thus, the quality of information delivered through government social media plays an important role in building and strengthening public trust. High-quality information not only creates a strong trust relationship between the government and the public, but also strengthens the government's image as a transparent and competent institution. Therefore, it is important for the government, in this case the Ministry of Cooperatives and SMEs, to ensure that the information conveyed through social media is of high quality to win the trust and support of the wider community, especially to MSME players.

H₃ : *Government Social Media Engagement has a positive effect on trust in government social media*.

The results of this study indicate that government social media *engagement* has a positive and significant influence on the level of public trust in government social media. This finding is in line with the *cultivation* theory proposed by George Gerbner, which states that continuous media exposure can shape individual perceptions and beliefs about social reality. In this context, the government's active and responsive involvement in social media can shape people's perceptions of the government's commitment to interact transparently and closely with the community.

Previous research by Viana (2021) supports these findings, showing that high engagement from government ministries/agencies in interacting with the public through social media can increase the level of public trust. When the government actively responds to questions, provides relevant information, and interacts with the public, it creates a closer and more transparent relationship between the government and the public.

In addition, research by Hai et al. (2021) shows that high social media engagement can create a sense of ownership and community involvement in the decision-making process and implementation of government policies. High involvement of the government in various social media activities strengthens the trust relationship between the government and the public, thereby increasing the level of public trust in government agencies.

As such, active government engagement on social media plays an important role in building and strengthening public trust. High engagement not only creates a closer and more transparent relationship, but also strengthens the government's image as an institution that is responsive and concerned about the needs of the people. Therefore, it is important for the government to continue to increase social media engagement to win the trust and support of the wider public.

CONCLUSION

This study succeeded in answering questions and testing the hypotheses proposed well, where all variables, namely *Reachability*, *Information Quality*, *Social Media Engagement*, were proven to have an effect on *Trust in Government Social Media*.

In the context of *cultivation* theory, this finding strengthens the argument that consistent and high-quality exposure to government social media information can shape positive public perceptions and beliefs. The wide reach allows the government to reach more people and disseminate relevant and accurate information. The high quality of information on ensures that the public receives reliable information, while the government's active engagement on social media strengthens the trusting relationship between the government and the public.

This study also supports the findings of previous studies such as those conducted by Castro & Lopes (2022), El Massah & Mohieldin (2020), and Viana (2021), which emphasize the importance of transparency, responsiveness, and accuracy of information in building public trust. Thus, an effective social media strategy not only helps in the dissemination of information, but also plays an important role in building an image of a transparent, competent, and responsive government.

However, this study has several limitations. First, this research is limited to respondents who are MSME players in Jakarta. This may limit the generalizability of the findings to a wider population. For future research, it would be better to include samples from various regions in Indonesia to obtain a more comprehensive picture of public trust in government social media. Second, this study relies on self-reported data from respondents, which may be influenced by social bias and the desire to provide answers that are considered favorable or expected by the researcher. Future research could use data triangulation techniques to minimize bias and improve the accuracy of the findings.

The practical implications of this research are highly relevant for policymakers, especially in designing and implementing digital communication strategies. The government, in this case the Ministry of Cooperatives and SMEs, needs to ensure that social media is optimally used to deliver accurate and relevant information and actively engage in interactions with the public. These efforts will help increase public trust and support, which in turn can support the success of various government programs and policies.

The government can ensure that social media is used effectively to improve the competitiveness and sustainability of MSMEs in Jakarta, by taking appropriate control measures. The existence of social media also provides opportunities for MSME players to connect with a wider market, both locally and internationally. MSME players can expand their business reach and increase sales significantly by utilizing platforms such as Instagram and Tiktok. The government can ensure that social media is used effectively to improve the competitiveness and sustainability of MSMEs in Jakarta, by taking appropriate control measures.

Thus, the government's digital transformation through the role of social media is the right step in supporting economic growth and community welfare. Through good collaboration between the government, MSME players, and the community, this digital transformation can be a catalyst for Indonesia's overall economic progress.

Based on the findings of this study, several recommendations can be given, among others: First, the Government needs to increase its social media reach to reach more people. Second, the quality of information delivered through social media must always be maintained to remain accurate, relevant and *up-to-date*. Third, the Government needs to be more actively involved in interactions with the public through social media to increase trust.

Finally, this study underscores the importance of a comprehensive understanding of the factors that influence public trust in government social media. In this increasingly complex digital era, further research is needed to explore the various dynamics and challenges faced in using social media as a public communication tool. This research is expected to serve as a foundation for future studies and make a significant contribution to the literature in the field of government communication and digital transformation.

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