

EXAMINING THE IMPACT OF INFORMATION TRANSPARENCY VIA @GANJAR_PRANOWO'S INSTAGRAM CONTENT ON PUBLIC TRUST IN PANDEMIC SITUATION

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Abstract

In 2020, Central Java Province, led by Governor Ganjar Pranowo, stood out in the Saiful Mujani Research Center (SMRC) survey, ranking first among regional governments with a 73% approval rate for its swift and responsive pandemic policies, surpassing the national standard of 59%. This success prompted an investigation, particularly as Instagram emerged as Ganjar Pranowo's primary tool for communicating his governance efforts during the pandemic. Instagram, as a platform, demonstrated greater responsiveness than other social media platforms. Observations revealed heightened interaction levels on Instagram compared to Twitter, evident in increased comments and likes. Ganjar Pranowo strategically utilized Instagram for public interaction, disseminating information, fostering community support, and educating the public about COVID-19. This study explores the realm of Political Communication through online mass media, emphasizing the evolving role of mass media and Ganjar Pranowo's adept use of it for open communication during the pandemic. Employing a quantitative approach, the research utilized questionnaires distributed to @ganjar_pranowo Instagram followers in Central Java, complemented by interviews with selected informants. Simple linear regression analysis, grounded in the principles of Good Governance, served as the theoretical framework. Findings analyzed using SPSS 25.0, revealed a significant impact of information transparency on public trust. With a calculated F-value of 146.267 and a significance level of 0.000 (< 0.05), the study suggests that information transparency through Instagram content influences public trust in pandemic management by approximately 59.9%, with 40.9% influenced by unexplored variables.

Keywords: Central Java, Good Governance, Information Transparency, Instagram, Public Trust

1. Introduction

1.1 Background

The global outbreak of the SARS-CoV-2 virus in 2019 marked the advent of an unprecedented health crisis that reverberated across borders. As the virus reached Indonesia in March 2020, President Jokowi officially acknowledged its presence, setting the stage for a nationwide response (Wibowo, 2020). The ensuing months saw the relentless spread of COVID-19, with Central Java emerging as one of the provinces grappling with escalating cases, ranking among the top five in Indonesia by January 2021 (PHEOC, 2021). Against this backdrop, the Saiful Mujani Research Center (SMRC) survey in 2020 spotlighted Central Java's exceptional responsiveness to the crisis. Governed by Ganjar Pranowo, the province secured a remarkable 73% approval rate, surpassing the national standard of 59%, and outperforming other provinces like East Java and DKI Jakarta (SMRC, 2020). This elevated approval underscored the significance of effective regional governance during the pandemic, prompting an exploration of the strategies employed.

Governor Ganjar Pranowo's leadership, particularly his adept use of social media, became a focal point for investigation. This study aims to unravel the interplay between political communication, information transparency, and public trust, specifically delving into the impact of @ganjar_pranowo's Instagram content during the COVID-19 pandemic. In the global context, the COVID-19 pandemic posed multifaceted challenges, impacting public health systems and triggering socio-economic repercussions. Within Indonesia, Central Java emerged as a hotspot for COVID-19 concerns, facing the challenges head-on and necessitating a closer look at regional government responses.

Governor Ganjar Pranowo's leadership stood out, particularly in light of the SMRC survey positioning Central Java at the forefront of effective pandemic policy-making. His dynamic communication strategy extended beyond traditional forms, with Instagram serving as a notable tool for sharing updates, and initiatives, and engaging with the public. This study seeks to explore the impact of information transparency through @ganjar_pranowo's Instagram content on public trust in managing the COVID-19 pandemic in Central Java. While prior research has touched on public trust during crises and government communication effectiveness, a specific focus on Instagram's role in shaping perceptions during a pandemic remains underexplored. Existing research offers insights into public trust in government but lacks a specific examination of Instagram's role in shaping perceptions during a crisis. This study aims to bridge that gap by conducting a nuanced analysis of @ganjar_pranowo's Instagram content, investigating how information transparency on this platform influences public trust during the COVID-19 pandemic. In subsequent sections, the paper will delve into the methodology employed, present findings, and engage in discussions to comprehensively explore the research objectives. Utilizing a quantitative approach and data from Instagram followers in Central Java, the study aims to unravel the impact of information transparency on public trust.

Previous research has primarily focused on broader aspects of public trust in government during crises. Studies like those by Mufti (2020) and Sahuri (2009) discuss public trust in the government's pandemic response but do not specifically investigate the role of Instagram in shaping that trust. This study addresses the deficiency by

specifically examining the Instagram account @ganjar_pranowo, offering a unique contribution to the literature on political communication and public trust during the COVID-19 pandemic in Central Java. The focus on Instagram as a medium for political communication provides fresh perspectives on the multimodal aspects of content and their influence on public trust.

1.2 Research Question

Referring to the background outlined earlier, this research formulates the following research questions:

1. Does the transparency of information through the Instagram content of @ganjar_pranowo influence public trust in the management of the COVID-19 pandemic by Governor Ganjar Pranowo of Central Java?
2. To what extent does the transparency of information through the Instagram content of @ganjar_pranowo influence public trust in the management of the COVID-19 pandemic by Governor Ganjar Pranowo of Central Java?

Hypothesis

- a. H0: There is no significant influence between the impact of information transparency (X) and public trust (Y).
- b. H1: There is a significant influence between the impact of information transparency (X) and public trust (Y).

1.3 Purpose and Objective

This research aims to investigate the impact of information transparency through the Instagram content of Governor Ganjar Pranowo, with the handle @ganjar_pranowo, on public trust during the management of the COVID-19 pandemic in Central Java. By focusing on Instagram as a primary tool for political communication, the study seeks to understand how the transparency of information shared by the governor influences public perceptions and trust in the government's pandemic response efforts.

Objectives:

1. Investigate the specific influence of information transparency, as conveyed through Instagram, on the public's trust in Governor Ganjar Pranowo's strategies and actions during the pandemic.
2. Quantify and measure the degree of impact that information transparency through Instagram has on shaping public trust in Governor Ganjar Pranowo's approach to handling the COVID-19 pandemic.
3. Explore the unique role of Instagram as a social media platform in shaping public opinion and trust during a public health crisis, considering its multimodal features, including photos, videos, stories, and reels.

By addressing these objectives, the research aims to offer a nuanced understanding of the dynamics between information transparency, social media communication, and public trust in the context of pandemic management.

2. Literature Review

Good Governance

In contemporary times, Good Governance has become an intriguing issue in public administration management. The escalating forces of globalization have led the public to fervently demand the implementation of effective governance. This is a natural progression, and governments can respond by aligning with directed changes, thus realizing the principles of good governance (Nazsir, 2003). The principles of good governance essentially originate from practical developments in democracy, where in the execution of democratic governance, society is involved in all forms of transparent and participatory governance (Hetherington, 1999). Subsequently, the United Nations Development Programme (UNDP) (1997) developed the principles of Good Governance within the paradigm of community and government development, namely 1) Participation, 2) Legal certainty, 3) Transparency, 4) Accountability, 5) Agreement-oriented, 6) Justice, 7) Effectiveness and efficiency, 8) Accountability, 9) Strategic vision. One of the transparency principles or information openness to the public can determine the level of public trust in good governance. The transparency principle indicates clarity and accessibility of information and decisions for those with an interest in specific information (Mimicopoulos, 2007).

Hetherington (1999) states that citizen trust is a fundamental evaluative orientation toward the government, founded on how well the state functions according to the normative expectations of citizens. Lack of trust in certain incumbents, for example, can transform trust into distrust in political institutions and ultimately in the political system as a whole. In trusting their political representatives and institutions, citizens combine rational and psychological political trust, thus attempting to strike an acceptable balance between maximizing their interests and their perception of the ethical quality of political elites (or trust). The legitimacy and resilience of the democratic system, in other words, heavily depend on how much voters trust the government to do what is right and perceived as fair (Hetherington, 1999).

Trust, in both its social and political forms, is a *sine qua non* (essential element) of good governance. Hetherington draws an analogy that good governance and trust will feed each other: trust begets good governance, and vice versa. As the primary engine of good governance, trust (Hetherington, 1999) is in line with (Jameel, Asif, and Hussain, 2019), who analyze that good governance and public trust are directly interrelated. Public trust in the government is considered an essential condition for good governance, while good governance, in turn, begets trust. Public trust is a crucial component in promoting good governance in democratic governance (Clark, 2001). Components of good governance can influence positive public trust. Good governance has a certain impact on citizens' trust and belief in their government. Trust in the governance system is often referred to as trust in the government system or political trust.

Theories and principles of good governance will be employed to examine how one principle, transparency, can influence public trust, in the context of the Central Java Governor's pandemic management. Public trust is an essential factor in promoting good governance in any political system. If Ganjar Pranowo has significant public trust, he will be able to carry out his duties more efficiently, effectively, and smoothly compared to a government with low trust. Therefore, this research will address the hypothesis of

whether Ganjar Pranowo's transparency in information will build public trust or even the opposite.

3. Research Methods

This study employs a post-behavioral paradigm with a quantitative approach, complemented by interviews with political communication experts. The primary focus is understanding how social media, particularly Instagram, shapes the political communication of Ganjar Pranowo. Emphasis is placed on factors beyond information transparency that contribute to fostering public trust (Una, 2004).

Ganjar Pranowo's information transparency, evident on Instagram, reflects his dedicated efforts, providing public access to critical information on vaccines, pandemic assistance, health guidelines, and education during COVID-19. This transparency serves to establish a positive rapport between Ganjar Pranowo and the public. Public trust, influenced by honesty and consistency, is crucial for the government's relationship with the public. Four key dimensions—integrity, competence, consistency, and openness—shape the measurement of public trust (Heungsik, 2011).

The study targets individuals following Ganjar Pranowo on Instagram in Central Java, estimated at around 4.7 million. Using purposive sampling, 100 residents were selected. Data collection involves questionnaires and interviews, combining primary and secondary sources. The quantitative data, gathered through Likert-scale questionnaires, measures variables' perceptions on a scale of 1-5. Validation is ensured through Pearson Correlation, and reliability is assessed using Cronbach's Alpha. Statistical tests, including the Kolmogorov-Smirnov test and t-test, ensure the data's normality and evaluate the partial influence of information transparency on public trust (Qomariah, 2017).

4. Results and Discussions

Results

Assumption Testing

a. Normality Test

This test is used to determine whether each variable has a normal distribution or not. Normality testing in this study utilized the Kolmogorov-Smirnov statistic with SPSS 25.0. The criterion used is through the value of Asymp. Sig (2-Tailed). Measurement involves comparing the Asymp. Sig (2-Tailed) value with the specified alpha level, which is 5% or 0.05. Thus, if the Asymp. Sig (2-Tailed) value is > 0.05, it is concluded that the data comes from a population with a normal distribution. The results of the normality test can be shown in the table.

Table 4.1 Results of Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.41149265

Most Extreme Differences	Absolute	.079
	Positive	.049
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.121 ^c

Data was using the normality confirmed Kolmogorov-Smirnov test, with Asymp. Sig > 0.05, indicating a normal distribution. The data is deemed to have a normal distribution (0.121 > 0.05).

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

b. Linearity Test

The linearity test of regression is conducted using the F-statistic. The F value is calculated and then compared with the F-table at a 5% significance level. If the computed F value is equal to or smaller than the F-table value, the relationship between the independent variable (X) and the dependent variable (Y) is considered linear. The results of linearity are presented in the following table.

Table 4.2 Results of Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Public Trust * Information Transparency	Between Groups	(Combined)	5335.613	30	177.854	6.491	.000
		Linearity	4327.019	1	4327.019	157.925	.000
		Deviation from Linearity	1008.594	29	34.779	1.269	.208
		Within Groups	1890.547	69	27.399		
		Total	7226.160	99			

Linearity between Information Transparency (X1) and Public Trust (Y1) was assessed using the ANOVA test. The relationship between Information Transparency and Public Trust is linear (F = 6.491, Sig. = 0.000).

Hypothesis Testing

a. Linear Regression and Partial Test (t-test)

Simple linear regression analysis is a technique aimed at measuring the linear relationship between an independent variable (X) and a dependent variable (Y). The hypothesis, asserting a significant influence of Information Transparency on Public Trust, was tested using simple linear regression. The regression equation and key statistics are presented in Table 4.3.

$$Y = 2,752 + 0,820X$$

The constant value is 2.752, indicating that Public Trust will be 2.752 when Information Transparency is zero. This implies that Public Trust will decrease if there is no Information Transparency. The variable Information Transparency (X) has a positive influence on Public Trust (Y), with a regression coefficient of 0.820, indicating that if Information Transparency increases by 1 percent, Public Trust will increase by 0.820 percent, assuming other independent variables are constant. The significant value (sig) is 0.000, which is much lower than 0.05, indicating that the effect of Information Transparency on Public Trust is significant ($0.000 < 0.05$).

Table 4.3 Results of Partial Test (t-test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.752	4.952		.556	.580
	Information Transparency	.820	.068	.774	12.094	.000

a. Dependent Variable: Public Trust

Based on SPSS calculations, in the t-test, the t-value is 12.094, while the t-table value is 1.660. Therefore, $t\text{-value} > t\text{-table}$ ($12.094 > 1.660$), meaning there is a significant positive effect of the Information Transparency variable on Public Trust. This result indicates that the higher the information transparency of Ganjar Pranowo through Instagram content, the better the public trust in handling the pandemic.

b. Coefficient of Determination

The coefficient of determination (R^2) was employed to measure the extent to which Information Transparency explains Public Trust.

Table 4.4 Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.595	5.439

a. Predictors: (Constant), Information Transparency

b. Dependent Variable: Public Trust

The R^2 value of 0.599 indicates that 59.9% of the variance in Public Trust can be explained by Information Transparency. The results support the hypothesis that Information Transparency through Governor Ganjar Pranowo's Instagram content significantly influences Public Trust in handling the COVID-19 pandemic. The findings emphasize the importance of transparent communication in building public trust, offering valuable insights for policymakers and public communicators.

Discussions

The openness of information as a form of manifestation of good governance is crucial, with transparency being a key principle according to the United Nations Development Programme (UNDP). Ganjar Pranowo's transparency in information, particularly during the pandemic, is exemplified through his Instagram account (@ganjar_pranowo), providing valuable updates to the public. This transparency is reflected in various activities, such as visits to areas affected by COVID-19 and informative posts, as reported by a political science student at UIN Walisongo Semarang.

The student stated, "Governor Ganjar Pranowo's programs to handle the pandemic have been very helpful. While some posts are related to specific regions and the political aspect, most provide information on the pandemic. These posts are beneficial and assist me as a student, especially during these times" (Interview with a Political Science Student, UIN Walisongo Semarang, October 25, 2022).

Similar sentiments are echoed by a Faculty of Medicine lecturer at Universitas Sultan Agung, emphasizing the positive impact of Ganjar Pranowo's Instagram posts. "The posts on @ganjar_pranowo are significant. They provide information with a calming tone, giving directions for people to adhere to health protocols, which is excellent" (Interview with a Faculty of Medicine Lecturer, Universitas Sultan Agung, October 28, 2022).

These insights underline the effectiveness of Ganjar Pranowo's openness in handling the pandemic, as seen through informative Instagram posts, which have been aligned with central government regulations. The public appreciates the provided information, covering data on patient numbers, hospitals, COVID-19 trends, and guidance on adhering to health protocols. Ganjar Pranowo's transparent information-sharing is believed to assist in preventing public panic during spikes in COVID-19 cases.

The significance of information transparency in gaining public trust, especially during the pandemic and the digital era, is highlighted by a Faculty of Medicine lecturer at Universitas Sultan Agung. The lecturer states, "In today's era, transparency is crucial, especially during a pandemic. If the government doesn't provide information directly, alternative news sources may lead to public anxiety with the spread of hoaxes. With the rapid access to web pages, having a government-owned media channel is appropriate for direct communication, filtering information according to reality, and promoting a sense of calm among the public" (Interview with a Faculty of Medicine Lecturer, Universitas Sultan Agung, October 28, 2022).

This perspective is reinforced by a researcher at the National Research and Innovation Agency (BRIN), who emphasizes the importance of openness and the role of social media in reaching the public efficiently. "In the current era, openness is crucial, especially during a pandemic. If information is not provided directly by the government, alternative news sources may create public unrest with the spread of hoaxes. Journalism on web pages is easily and quickly accessible, making it appropriate for the government to have its media to communicate directly with the public, ensuring information is filtered according to reality. Thus, transparency can create a sense of calm among the public" (Interview with a Researcher at BRIN, October 30, 2022).

The researcher also points out the potential limitations of public officials' social media use, noting the one-way communication nature and the lack of inclusive dialogue. They state, "Public officials' social media posts often lead to multiple interpretations, both subjective and objective. These posts rely on one-way communication, lacking space for dialogue. Public officials only present their work, without actively engaging with feedback from followers. The public then interprets and evaluates these posts, resulting in various opinions. This is the reality in Indonesia, where public officials' social media posts tend to be one-way communication, managed not only by the officials themselves but also by their admin staff" (Interview with a Researcher at BRIN, October 30, 2022).

A survey conducted with 100 followers of @ganjar_pranowo revealed that 59.9% believe that information transparency through Instagram affects public trust during the pandemic. However, factors beyond social media also influence public trust, as highlighted by the BRIN researcher. They explain, "The first is the impact of pandemic policies, followed by the active role of government socialization and political personalization. All information and regulatory sources are centralized around the head of the region, reinforcing political personalization during the pandemic. This dominance of one figure is crucial, as the figure becomes sought after by the public" (Interview with a Researcher at BRIN, October 30, 2022). One of the key principles of good governance is transparency, which involves openness in decision-making processes and the provision of accessible and accurate information to the public. This principle is in line with the understanding that an informed public is crucial for building trust and ensuring accountability in governance (UNDP, 1997). Transparency promotes the sharing of information about government activities, policies, and performance, enabling citizens to make informed decisions and participate actively in the democratic process.

In summary, Ganjar Pranowo's information transparency through Instagram aligns with the principles of good governance, contributing to public trust. While there are positive perceptions, various factors, including pandemic policies and government socialization, also play a role in shaping public trust. Efforts to improve socialization in communities are crucial to enhance the effectiveness of programs like Jogo Tonggo. Despite some challenges, the research suggests that Ganjar Pranowo's initiatives, such as Lapak Ganjar, have positively impacted individuals, particularly those engaged in small businesses, during the pandemic. The researcher from the National Research and Innovation Agency (BRIN) points out the one-way communication nature of social media posts by public officials and the lack of inclusive dialogue. This observation is in line with the theoretical discussions on the challenges of achieving meaningful public engagement through social media platforms. Scholars argue that while social media can enhance transparency, it may not fully address the need for two-way communication and citizen participation (Bertot, Jaeger, & Hansen, 2012).

In light of the research findings, it is important to acknowledge several limitations that can serve as valuable insights for future research endeavors, aiming to refine and augment the current study. Firstly, the relatively small sample size of 100 respondents poses a challenge in generalizing phenomena or capturing the true complexities of real-world situations. Additionally, the study's focus on a single independent variable, specifically information transparency influencing public trust, overlooks the potential impact of various other independent variables on public trust, constituting a limitation in scope. The application of survey-based data collection methods, such as questionnaires, introduces the possibility of results not wholly

reflecting the factual opinions of respondents due to differences in understanding and respondent honesty. Moreover, difficulties encountered in the distribution of questionnaires via direct messages on Instagram, attributed to a lack of responsiveness among Ganjar Pranowo's followers, led to a broader distribution approach that may affect the representativeness of respondents following @ganjar_pranowo. These limitations underscore the necessity for future research to address these challenges systematically, embracing a more comprehensive approach for a nuanced understanding of the subject matter.

5. Conclusions and Recommendations

Referring to the research, it can be concluded that there is a significant positive influence between information transparency and public trust. The simultaneous testing resulted in an F value of 146.267, surpassing the critical F value (3.94). This rejection of the null hypothesis (H0) in favor of the alternative hypothesis (H1) indicates a substantial impact of information transparency on public trust. Furthermore, in partial hypothesis testing, it was revealed that information transparency through Instagram content significantly influences public trust in pandemic management. The calculated t value of 12.094 exceeds the critical t value of 1.660, signifying a positive and noteworthy impact. This suggests that increased transparency in Ganjar Pranowo's Instagram content correlates with heightened public trust in his pandemic management capabilities.

The coefficient of determination (R²) at 0.599 indicates that 59.9% of the variation in public trust in pandemic management is explained by the variation in information transparency. The remaining 40.1% is influenced by unexplored variables. Thus, the hypothesis postulating the influence of information transparency through Instagram content on public trust is accepted. Additional factors impacting public trust include the consequences of pandemic policies, the active role of government socialization, and political personalization. With information and regulatory sources centralized in regional heads, the importance of political personalization becomes crucial in shaping public trust during the pandemic. Recommendations stemming from these conclusions underscore the importance of critical evaluation and cross-referencing of information shared on @ganjar_pranowo's Instagram account, especially for followers in Central Java and the general public. Public figures, particularly governors or regional leaders, are advised to recognize their significant influence and provide educational content on COVID-19 management aligned with on-the-ground realities. Future researchers are encouraged to build upon these findings, contributing to a broader understanding of information transparency and public trust, thereby enhancing public education.

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