

## Relation of Social Media Literacy, Trust, and Information Quality on Public Communication Behaviour in Urban Local Government Social Media in Indonesia

NUR ATNAN

*Telkom University, Indonesia*

ANA NADHYA ABRAR

*Universitas Gadjah Mada, Indonesia*

### ABSTRACT

The previous study and theory showed that social media literacy, trust, and quality of information influence public communication behaviour towards local government social media. Hence, this article analyses the relation among those three elements in the context of urban areas in Indonesia. This research uses a mixed method on sequential explanatory strategy, a collaboration of quantitative and qualitative methods conducted subsequently with dominancy on the quantitative methods. The authors selected 100 persons randomly and proportionally as the research sample. In addition, 12 persons from selected followers, social media specialists, academicians, and civil society. Research shows that social media literacy, trust, and quality information on local government social media are good, yet the issue is in the public communication behaviour towards governments' social media. Furthermore, 41.2% of those three elements simultaneously influence the communication behaviour. The most dominant variable influencing communication behaviour is media social literacy and people's trust, while the quality of information has no significant impact. This research is based on social media data in 2022 in three urban cities in Indonesia, namely Bandung, Semarang and Surabaya. They were chosen based on the categories that the local government uses social media for at least 10 years and has a high number of social media users.

**Keywords:** *Social media literacy, trust, quality of information, communication behaviour, local government.*

### INTRODUCTION

Experts in information systems, marketing, and public administration have conducted a study on the use of social media by the local government. Graham (2014) observed the use of social media to make relations with the public to embody democracy, participation, and transparency in Oklahoma, US. Park et al. (2015) explored the ability of social media to assist local governments in improving interaction with the public in South Korea. Romero (2016) has proven that social media can improve the quality of democracy, encouraging transparency and government accountability in New York, US.

The advantages of social media are encouraging the Indonesian government to oblige the local government in using social media to communicate with the public. The Ministry of State Apparatus Empowerment Regulation No. 83 of 2012 on the Guideline of Social Media Usage in Government Offices strengthens the obligation. Technically, in 2018 Ministry of information and Communication produced Guidelines on Maximizing Social Media in government institutions. The existence of formal legal grounds and technical guidelines is expected to assist the local government in strengthening communication, intertwining the interaction, and improving public service quality (Rahmanto & Dirgatama, 2018).

Research in Indonesia shows low public participation in local government's social media. Furqon et al. (2018) found that people are only interested in commenting on certain content. In areas of Great Solo such as Surakarta, Sukoharjo, Boyolali, Karanganyar, Wonogiri, Sragen, and Klaten, public participation in the discussion of government-related issues is also low (Rahmanto & Dirgatama, 2018).

In the Indonesian context, the authors consider the factor influencing the public's low interest in using and interacting with local government social media, that is, social media literacy. This argument is based on the concept that public participation in technology, in this regard as social media, is influenced by technology literacy (Creeber & Martin, 2009). In other words, knowledge, understanding, and skill in technology, both in technical and philosophical issues, including the function of a platform, will significantly affect public participation in the use of technology, including social media.

Social media literacy is not the only variable. From the research conducted in several countries, there are other variables, such as trust in the local government and quality of information (Khan et al., 2020). Indonesians are very keen on interesting content which fits their needs. Other than that, their trust determines Indonesian public participation in government programmes, including interaction with local government.

This article will figure out the relationship between social media literacy, public trust, and quality of information regarding local government social media communication behaviour in urban areas such as Bandung, Surabaya, and Semarang. The location selection is based on a large number of social media users, yet they need to sufficiently engage with their local government's social media (APJII, n.d.). In fact, each local government has a special team to manage social media. They also implement social media management strategies, including content upload.

Research on the analysis of media literacy combined with trust and quality of information linked with public communication behaviour towards local government social media still needs to be improved. The existing related researches only sees the perception of social media specialists (Berger et al., 2016), the strategy of local government to develop public engagement (Santoso et al., 2020), the policy on social media management (Bertot et al., 2010), social media as the instrument for democracy and transparency (Graham, 2014), the relation of social media characteristic and the use of local government's social media (Dominic & Gisip, 2021), and trust as the determining factor on the use of local government social media (Park & Lee, 2018).

This research expects to find a new issue on the social media literacy level, public trust, and quality of the information concerning the low level of public participation and communication quality that led to urban public communication behaviour to local government social media.

## LITERATURE REVIEW

### *New Media Literacy and Communication Behaviour*

New media literacy is part of media literacy. This terminology was known as classic literacy, then changed to audio-visual literacy, to digital literacy, and today is known as new media literacy (Cervi et al., 2010). The concept of new media literacy was born due to the development of new technology, which facilitates the culture of participation, collaboration, and fast as well as widespread content distribution (Knobel & Lankshear, 2007).

This concept provides competence to individuals facing life demands in digitized mode as all human needs are available through the digital platform, including relations between people and the government. The capacity built from new media literacy is the ability to think technically, socially, emotionally, and critically (Chen et al., 2018). People with good literacy in social media and local government tend to think critically about the government's policy and have social sensitivity towards community issues.

New media literacy is a combination of information, literature, and social skill or multiliteracies (Chen et al., 2011). As media literacy in general, new media literacy has three main objectives such as (1) democracy, participation, and the activity of citizens, (2) drive competitiveness and provide alternatives; and (3) learning, cultural expression, and personal fulfillment (Lin et al., 2013).

Experts try to describe indicators to assess the ability of new media literacy. This article adopts the concept of new media literacy by Chen et al. (2011) mentions there are four dimensions in new media literacy such as *Functional Consuming* (FC) is the individual ability to access social media content and understand its textual meaning. Second, *Critical Consuming* (CC) is the ability to interpret social media content, particularly in social, economic, political, and cultural contexts. Third, *Functional Presuming* (FP) is the ability to participate in content creation. Last, *Critical Presuming* (CP) is an individual contextual interpretation of such media content in their participation activities. (Chen et al., 2011).

Relation between new media literacy variables and communication behaviour leads to the concept as introduced by Creeber and Martin that the internet is an open platform and becomes a hyperactive media. Nevertheless, access, cost, censoring, lack of technology literacy, and technophobia (Creeber & Martin, 2009) confine the participation. Hence, technology literacy is one factor that influences a person's participation and communication behavior on the internet.

The research of Khan et al. (2020) found that new media literacy relates to communication behaviour. One of the factors that influence the use of government social media is the characteristic of social media itself. In other words, good media literacy on social media characteristics encourages usage participation, engagement, and public communication behaviour towards local government social media.

H1: Social Media Literacy influences Communication Behaviour.

### *Trust and Communication Behaviour*

Trust are the determining factors of people using e-government services including the usage of social media (Abu-Shanab, 2014; Alsaghier & Hussain, 2012; Ranaweera, 2016; Rehman et al., 2016; Roy et al., 2015). The more people give trust in the government's service, the better opportunities to receive the services (Bélanger & Carter, 2008). Social media bridges the gap between government and society through participation and involvement (Alotaibi et al., 2016). In recent years, researchers have recognized the use of social media and its relationship with people's trust (Franks & Driskill, 2014).

Basically, social media can establish communication behaviour. In this regard, the local government's social media can create for the community to participate. For example, through social media, people can interact and even produce content together. In addition, it also opens a significant opportunity to create innovation (Lin & Kant, 2021).

Communication behavior is a verbal or non-verbal act within a person's behaviour that can be observed and studied (Notoatmodjo, 2017). Mergel elaborates on communication behaviour towards social media. In understanding communication behaviour, we can consider five aspects: target, strategy, social media mechanism, and result. In the context of social media, communication behavior is understood as interaction within social media. Mergel develops the interaction model as the realization of communication behaviour in social media (Mergel, 2013).

This article analyses three social media, Instagram, Facebook, and Twitter to simplify the concept of communication behaviour dimension from Mergel. The dimensions that are analyzed in this research are (1) see/read, (2) like content, (3) comment, (4) share content, and (5) make content or send messages to local government social media.

## H2: Trust influence Communication Behaviour

### *Quality of Information and Communication Behaviour*

Khan et al. (2020) developed a model that explains four factors that significantly impact the use of technology, including social media. This model was produced by reviewing 35 relevant journals on the issue of social media and local government. Those factors include individual characteristics, government, risk, and social media. Individual characteristics comprise of disposition to trust, meaning a person's tendency to trust technology because it provides more accessible services and uncertainty avoidance which refers to the uncertainty, or doubt that technology can give better services. While government factor consists of ability (the competence or skill of a government organization to provide technology-based services), benevolence (people's belief that government organizations are concerned about people's welfare in providing services) and integrity (honesty and fulfilling the promise to the people) (Khan et al., 2020).

Further, Khan et al. (2020) explains that risk factors include perceived privacy as a negative consequence of such a violation of privacy because of the use of technology in public services and perceived security as the use of technology in services that impact the insecurity of the user. While social media involves more elements such as structural assurance (legal/contract support in the use of technology for security guarantee of the user), quality of information (the information provided is valid, relevant, and accurate), perceived ease of use (the perception that technology is user-friendly) and perceived usefulness (the perception that technology gives an advantage to people). Nonetheless, in the social media factor, the most significant aspect that influences the use of technology is the quality of information (Khan et al., 2020).

## H3: Quality of Information influence Communication Behaviour

### *Theoretical Framework*

The theoretical framework of this article is developed from the Public Sphere Theory and previous studies on the factors of technology usage. Jurgen Habermas introduced public Sphere Theory before the internet era began. Afterwards, Dahlgren (2005) developed it and stated that after the internet was born, public sphere alternatives are more diverse, and people had diverse choices to involve in public space. The emergence of social media makes

broader interaction, and people can learn about civil issues through social media and deliver their restlessness to social media (Robertson, 2018).

Dahlgren stated that six prerequisites could encourage people to be aware of civil issues and participate in public space consisting of *knowledge and competence, values, affinity and trust, space, practices, and identities*. *Knowledge and competence* relate with sufficient knowledge and capacity of civil issues because public space usually has diverse segments where each segment needs different knowledge and skill. *Value* comprises openness, feedback, discussion, and accountability of the organisation that can be understood by the public. The participation process in public spaces will increase if people realize the importance of these values in life. *Affinity and trust* are the same interest even though coming from different cultures and people trust each other although they do not know each other. This feeling brings encouragement to share information or conversation. Another prerequisite is *space* to facilitate online or offline meetings as a way of communication. *Practice* as an individual or collective activity to participate in public space, e.g., general election, watching TV, browsing social media, etc is also important. Last but not least factor is *identities*, namely characteristics that shape the belief and political stand of a person (Robertson, 2018).

This Public Sphere Theory supports that the knowledge and capacity of the people themselves influence public participation in communicating through local government social media on civil issues. This study suggests that the level of knowledge and capacity lead to social media literacy. Referring to the concept introduced by Chen et al. (2011), social media literacy emphasizes three primary capacities: technical, social, and critical. Social and critical capacity needs sufficient knowledge of civil issues.

Other than that, Khan et al. (2020) stated that individual characteristics, government factors, risk factors, and social media characteristics influence the use of technology, including communication behaviour. In the Indonesian context, this study suggests the dominant factor that influences public communication behaviour on local government social media is trust from the people to the local (government factors) and the quality of information (part of social media characteristics).

Trust is related to people's belief in the level of government's ability (ability), the government's concern for the people (benevolence), and the civil servants' integrity. At the same time, the quality information is related to the validity of the information provided by the local government, fits to the people's needs, and delivers at the right time.

Based on the literature review and theoretical framework, the conceptual framework of this research established as following:

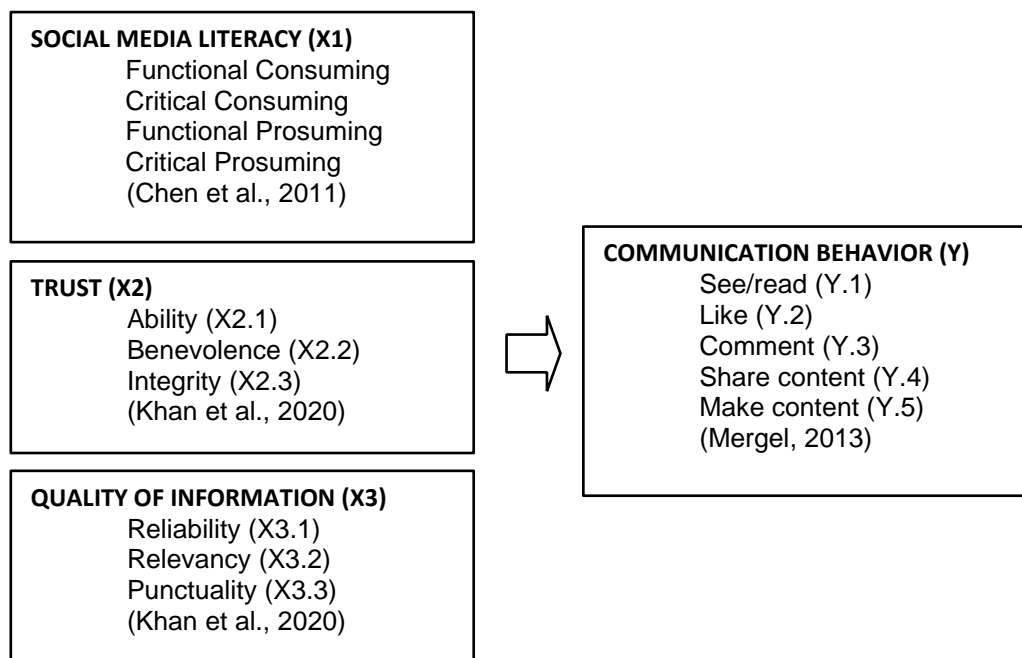


Figure 1: Logical Framework

## METHODOLOGY

This research uses a mixed method that combines quantitative and qualitative (Creswell & Clark, 2018). In this regard, the authors use a sequential explanatory strategy by subsequently applying quantitative and qualitative methods. The most dominant method is the quantitative method to measure the level of media literacy, public trust in the local government, quality of information to local government social media, and public communication behaviour towards local government social media. Other than that, the quantitative method is also used to answer the critical questions of this article, which is the relation between media literacy, trust, and the quality of information on public communication behaviour towards local government social media in Bandung, Semarang, and Surabaya. At the same time, the qualitative method is used to deepen the important findings of the quantitative method.

The population of this study is 410,100 followers on Instagram, Facebook, and Twitter. By using the Slovin formula and a 10% significance level, the sample becomes 100. The determination of the sample using simple random sampling and the number of samples in each city is determined proportionally based on the number of followers in each city. The sample distribution consists of 51 from Bandung, 20 from Semarang, and 29 from Surabaya.

The data collection techniques is used in questionnaires, observation, documentation, and interviews. The questionnaire was made in the google form with a direct link distributed to direct message (DM). Authors observe activities of likes, comments, shares of content, and make content uploaded in local government social media. Secondary data was obtained from surveys and news from online media. The in-depth interview was conducted to dig for more information on important findings of the quantitative data.

Quantitative analysis technique conducted by descriptive and inferential statistics. The variables are media literacy (X1), trust (X2), quality of information (X3), and communication behaviour (Y). To see the impact of social media literacy, trust, and quality of information on social media the authors use the inferential technique. This relation is

measured by Structural Equaliting Modelling (SEM) analysis with the application of SmartPLS 3.3.3. The analysis consists of two steps: outer model and internal model analysis.

Table 1: Descriptive analysis interpretation guideline

Score	Category
1,00 - 1,75	Very Poor
1,76 - 2,50	Poor
2,51 - 3,25	Good
3,26 - 4,00	Very Good

Meanwhile, the qualitative data is obtained from an in-depth interview with the selected community/followers randomly, social media specialists of the City of Bandung, Semarang, and Surabaya, academics/social media observers, and civil society. The data analysis was conducted by reading the data, coding, making categories, and data interpretation.

Table 2: Respondent list

No.	Category	Respondent ID	No.	Category	Information ID
1.	Followers	ID 1	7.	Social Media Specialist	ID 7
2.	Followers	ID 2	8.	Social Media Specialist	ID 8
3.	Followers	ID 3	9.	Social Media Specialist	ID 9
4.	Followers	ID 4	10.	Academics	ID 10
5.	Followers	ID 5	11.	Academics	ID 11
6.	Followers	ID 6	12.	Civil society	ID 12

## RESULTS

It is found from the 100 respondents, 57% are women and 43% men. Based on residential, more than half of the respondents are living in Bandung (51%), secondly Surabaya (29%), and, last but not least, Semarang (20%). By age, most of the respondents are 26-41 years old (62%), 17-25 years old (31%), and very least participants > 41 years old (7%). From the education background, almost half of the respondents have a bachelor's degree (46%), master's degree (24%), 22% are high school graduates, diploma (5%), and doctoral degree (3%). Most of the respondents' monthly income varies from IDR 1-5 million IDR (52%), IDR 6-10 million (23%), IDR 11-20 million (14%), and at least IDR 1 million (11%).

Regarding the use of local government social media, more than half of the respondents are the follower of the local government social media for less than one year (55%), 37% of the respondents have been using the social media for 1-5 years, and 8% follow the social media for more than five years. Most respondents accessed the local government social media over the last week (76%). More than half of the respondents use social media 1- hours per day (57%). Social media is mainly used for entertainment (51%). Nonetheless, 92% of the respondents agree that the government's social media is essential for people to communicate, deliver ideas/aspirations, and facilitate change (92%).

*Level of Social Media Literacy within the community in Bandung, Semarang, and Surabaya*

The measurement of social media literacy level in this study refers to the indicator developed by Chen et al. (2011) that consists of *functional, critical consuming, functional presuming, and presuming*. Table 3 shows that the average level of social media literacy in Bandung, Semarang, and Surabaya is good. The highest score is the *critical consuming indicator*, while the *critical presuming indicator* is the lowest.

Table 3: Community social media literacy level

Indicator	Average Score	Interpretation
Functional Consuming	3,19	Good
Critical Consuming	3,23	Good
Functional Presuming	3,08	Good
Critical Presuming	3,00	Good
Social Media Literacy Variable (X1)	3,12	Good

From the city-level perspective, each city has a good level of social media literacy, and the average level of social media literacy is above 3.00. Table 4 shows that Surabaya has the highest level of social media literacy compared to others. This indicates that people in Surabaya have better technical, social, and critical abilities compared with the other cities.

Table 4: Social media literacy level by cities

Variable	City	Average Score	Interpretation
Social Media Literacy (X1)	Bandung	3,11	Good
	Semarang	3,09	Good
	Surabaya	3,17	Good
	Average	3,12	Good

This research shows that public functional consuming ability is already good. People can access, use features, and understand the text on the local government's social media. The same result is also indicated in the ability of critical consumption. In this regard, people are able to interpret the implicit meaning of social media content. In line with that, functional presuming ability shows that people can give likes and comments or send new messages to local government social media. It is crucial that critical presuming indicate positive impact, that people have the ability to deliver criticism or recommendation after they read or see the content of social media.

Although a community's social media literacy from the perspective of consuming or the ability to access and understand the message in social media is good, not all people have the presuming ability, particularly critical consuming ability. This finding is a result from an in-depth interview with four selected respondents. The limited facts and data on the issue of discussion challenge the critical consuming ability. Hence, people are not confident to give comments because of fear of being improper (Respondent ID 1, 2, 3, dan 4).

*Level of Public Trust in Bandung, Semarang, and Surabaya towards Local Government*

The measurement of public trust level toward local government uses the indicator developed by Khan et al. (2020). Three indicators assess the level of public trust, such as *ability,*



*benevolence*, and *integrity*. This research analyses the public trust level that encourages people to use social media and interact with the local. In Table 5, there is a good level of public trust in the government.

Table 5: Level of public trust to the local government

Indicator	Average Score	Interpretation
Ability	3,00	Good
Benevolence	3,13	Good
Integrity	2,94	Good
Trust variable (X2)	3,02	Good

From the three indicators, the highest score is the benevolence indicator, while the lowest score is the integrity indicator. Nevertheless, it is still in the category of good. This research also analyses the level of public trust at the city level. Based on data in Table 6, from the average score, it can be seen people in Bandung, Semarang, and Surabaya have a high level of trust in the local government.

Table 6: Level of public trust by city

Variable	City	Average Score	Interpretation
Trust (X2)	Bandung	3,04	Good
	Semarang	2,85	Good
	Surabaya	3,11	Good
	Average	3,02	Good

It shows that the public consider that the local government has the ability to manage their social media. Public thinks that the local government has the ability to provide information and respond to it. In addition, the public also has a good perception of the local government. These indicate that the local government builds ties with the public and understands the public's issues. Another finding is that the local government has good integrity, and the government is honest in providing information and committed to realizing its promises.

In-depth interviews with four respondents strengthened finding that the public trust the local government because in particular issues such as Covid 19 vaccination, in all cities observed, they all provide accurate and intensive information about the vaccine's location and time in social media. Another example is in Surabaya; a local man reported a flood case to social media. The authority directly followed up on the report and took immediate action at the affected location. This experience influenced public trust in local government (Respondent ID 1, 2, 3, 4, 5, and 6).

#### *Level of Quality Information in Government social media in Bandung, Semarang, and Surabaya*

The measurement of local government quality information elements uses indicators developed by Khan et al. (2020). There are three indicators to assess the quality of the information in local government social media: *reliability*, *relevancy*, and *punctuality*. As shown in Table 7, the quality of the information provided by the local government is evenly good.

Table 7: Quality of information level to social media of local government

Indicators	Average Score	Interpretation
Reliability	3,16	Good
Relevancy	3,16	Good
Punctuality	3,10	Good
Quality of Information Variable (X3)	3,14	Good

This study also observes the quality of the information at the city level. As reported in Table 8, Surabaya has the best quality of information compared to the other two cities. This means that Surabaya's social media specialist shows seriousness in designing, producing, and delivering information, which was responded to positively by the public.

Table 8: Level of quality information by city

Variable	City	Average Score	Interpretation
Quality of Information (X3)	Bandung	3,15	Good
	Semarang	3,01	Good
	Surabaya	3,22	Good
	Average	3,14	Good

It is found that local governments are concerned with the reliability aspect of providing information on social media. The information is valid, creative, and interesting for the public. In addition, it is also relevant to the current situation (up to date) and needed by the public. Another finding is that the information is delivered promptly according to the momentum.

This promising trend is inseparable from the strategy of each local government's social media specialists. From the interview, each local government has a creative team that has a role in planning theme-making content and deciding preferable content for the public. They also maintain to provide the latest issue discussed by the public. Those efforts more or less influence public perception towards the quality of information from the content delivered by the local government social (Respondent ID 7, 8 and 9).

#### *Community communication behaviour toward Social Media of the Government of Bandung, Semarang, and Surabaya*

The authors use five indicators from Mergel (2013) to see the level of communication behavior, such as *sneak/read, like, comments, share* and *make content*. Table 9 shows a low level of public communication behaviour on local government social media. Despite the fact that the public is enthusiastic to read, like, and share the information/content by the government on social media, nevertheless, it plays differently on giving comments or making content/delivering messages to the local government.

Table 9: Community communication behaviour towards local government social media

Indicator	Average score	Interpretation
Sneaking/read	2,93	Good
Like	2,74	Good
Comment	2,18	Poor
Share content	2,58	Good
Make content	1,93	Poor
Communication behaviour variable (Y)	2,47	Poor

From the city level, in Table 10, we can see that public communication behaviour towards social media in Semarang and Surabaya is poor. People need to be more enthusiastic about commenting and delivering a message to the local government using social media. Bandung has a different condition where people have good communication behaviour even though the score is below 3,00 close to poor condition. Many Bandung citizens could be more enthusiastic in giving comments, including delivering messages/information to the local government.

Table 10: Public communication behaviour based on city

Variable	City	Average Score	Interpretation
Communication Behaviour (Y)	Bandung	2,63	Good
	Semarang	2,28	Poor
	Surabaya	2,33	Poor
	Average	2,47	Poor

*Relation of Social Media Literacy, Trust, and Quality of Information towards Community Communication Behaviour on Local Government social media*

This study uses R-square (R<sup>2</sup>) analysis to endogen variables, and hypothesis test (test t) to determine the relationship between social media literacy, trust, and quality of information towards local community communication behaviour on local government social media.

Table 11: R-square (R<sup>2</sup>) Analysis of Endogen Variable

Endogen Variable	R Square (R <sup>2</sup> )
Communication Behaviour (Y)	0,412

From Table 11, R Square (R<sup>2</sup>) points at 0,412, which means that social media literacy (X<sub>1</sub>), trust (X<sub>2</sub>), and quality of information (X<sub>3</sub>) altogether give 41,2% impact on communication behavior (Y). In comparison, the other 58,8% shows that another factor influences communication behavior (Y). To see how much the impact is given by each variable (X to Y), this study uses 95% belief or 5% error with a t-table as a statistical comparison is 1,960

Table 12: Hypothesis Test Result (t-Test)

No	Hypothesis	Path Coefficient	t Stat	t Tabel	Hypothesis Test Result
1	X <sub>1</sub> → Y	0,269	2,910	1,960	Significantly affect
2	X <sub>2</sub> → Y	0,259	2,243	1,960	Significantly affect
3	X <sub>3</sub> → Y	0,216	1,567	1,960	Insignificantly affect

Based on Table 12, social media literacy significantly affects public communication behaviour because the t statistic point is 3,018, more extensive than the t table point of 1,960. Communication behaviour in the form of public interaction with local government social media, such as reading, commenting, sharing, and making a message, is determined by their social media literacy level. The higher-level social media literacy, the more interactive communication behaviour will be experienced.

Other than that, public trust in local government also affects communication behaviour. This is shown by the t statistic point in 2,084, higher than the t table in 1,960. The more the public trusts the local government, the higher the public's tendency to interact with the local government through social media. However, the quality of information does not significantly impact communication behaviour as its t statistic is 1,523, lower than the t table in t table 1,960. It means the reason to interact with the government is independent of the quality of information the local government provides on their social media.

This research indicates that in urban areas in Indonesia, particularly the Cities of Bandung, Semarang, and Surabaya, social media literacy is the most significant element influencing community behaviour towards local government social media. Public Trust in local government also significantly affects public communication behaviour, yet it is lower than social media literacy. In contrast, the quality of information on social media does not significantly impact community communication behaviour towards local government social media.

The relation model of social media (X1), Trust (X2), and quality of information (X3) towards communication behaviour (Y) is described as follows:

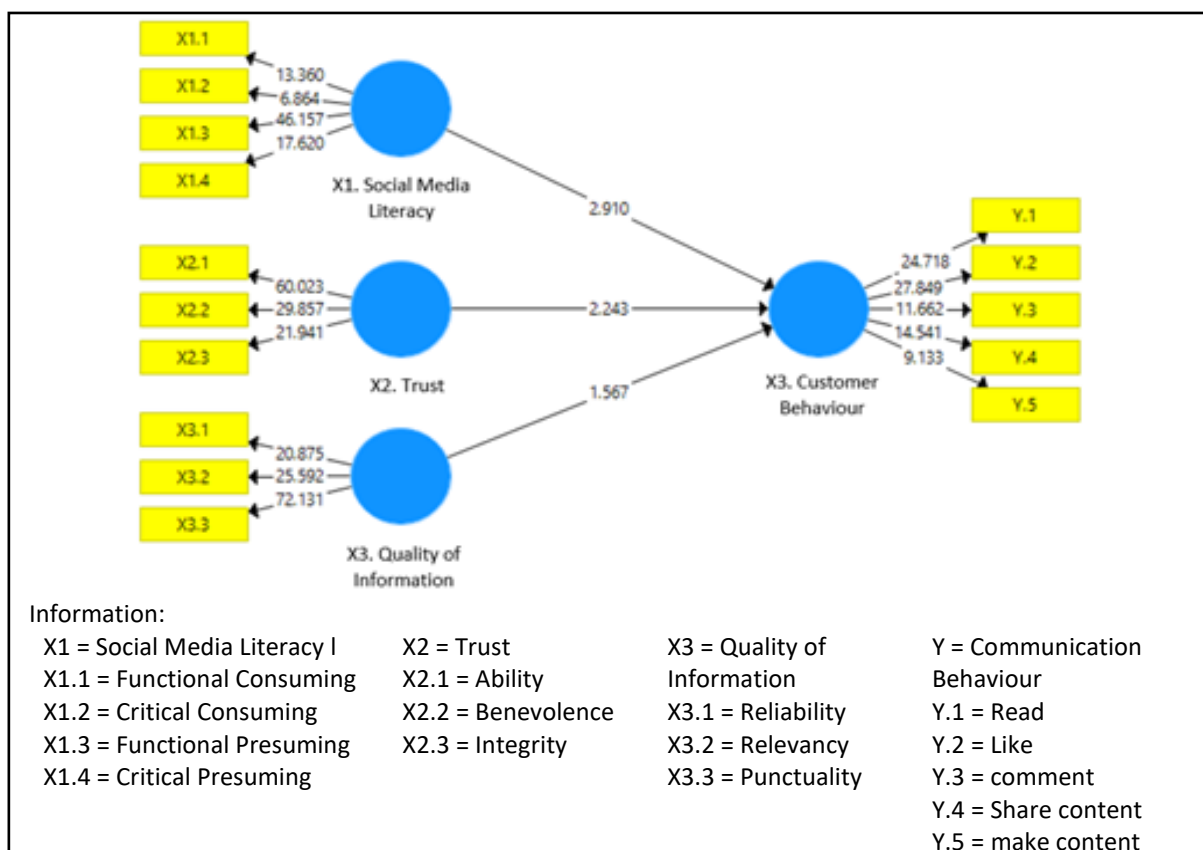


Figure 2: Relation of Variable X and Y based on SEM PLS Model

## DISCUSSION

This research found that social media literacy, public trust in the local government, and the quality of information on local government social media in urban cities in Indonesia, such as Bandung, Semarang, and Surabaya, are well established. The excellent ability for social media literacy is in line with the previous research in Indonesia, including these three locations as

the subject of this study (Kemenkominfo & KIC, 2021; Nugroho & Nasionalita, 2020). In short, this study strengthens that there is no issue with social media literacy ability in Indonesia.

Local government social media followers who are 17-41 years old are an essential factor that positively impacts an excellent social media literacy level. In that age, the technical ability to access social media, understand the content of social media, and ability to comment is presumed. Hence, social media literacy ability from functional, critical, and functional presuming is not an issue.

Although social media literacy in Indonesia is considerably good, in more detail, there are issues that need to be taken care of such as critical presumption, the ability to deliver ideas critically. To improve this ability, social media specialists need to support public knowledge on governmental issues widely and transparency. This means providing the public with sufficient information and knowledge; hence they can understand dialectic on some issues in local government social media.

This research also found that the public trusts the local government that they can manage their social media. Local government social media specialists are considered to have an excellent ability to provide the information needed by the public and can give fast response to any comment from the public. The public also reflects that the local government has built intimacy with the public by respecting public complaints on social media. In addition, the public also appreciates the honesty in delivering information and the commitment to following up on the information.

The government has delivered good information on social media. This perception is considered from the information provided, which is valid, interesting, responding to people's needs, up to date, and delivered at the right moment. This condition is reached because each City (Bandung, Semarang, and Surabaya) has a creative team. This team has a duty to determine the published content and design interesting content to persuade the public to see and respond to that content.

In this research, it is interesting that the variable of good social media literacy, high public trust in local government, and good quality in delivering information in social media differs from public communication behaviour towards social media. By this research, communication behaviour such as reading, liking, giving comments, sharing content, and delivering a message to local government social media is low. Although the public stated they are mastering social media from a technical aspect and able to understand the content well, in practice, they are interested in something other than public issues. The knowledge factor causes this. Public rather not comment on the issues delivered by the local government on social media because they need to understand the issues.

By the Public Sphere Theory stated by Dahlgren (2009), six factors encourage public participation in the public sphere, such as knowledge, values, trust, space, practice, and identity (Robertson, 2018). The knowledge factor relates to how far a person knows and understands issues in social media. The more knowledge and understanding of an issue, the more active they are involved in social media conversation. The poor dominance of communication behaviour is caused by this factor. Justification is also based on the interview with the public respondent (Respondent ID 1, 2, 3, 4, 5 and 6).

A similar issue was also delivered by the respondent experts, who are academics and activists. From the analysis, knowledge, and understanding significantly influence people's interest in public issues. The more they know and understand, the more potential they are involved in social media conversation. In addition, interest in political issues also influences

the public to comment on social media. Lately, there is a tendency for people to get bored discussing political-related issues (Respondent ID 10, 11, dan 12).

Value also influences the poor level of communication behaviour. This aspect is related to how far the value of openness, discussion, and accountability are internalized in a person. However, people in rural areas need to get used to these values. They are not keen on discussion, including on social media. There is a reluctance to give comments because there is an obligation to keep an eye on and respond to others' comments. This habit of discussion has yet to take root in society. While the other four factors, such as trust, space, practice, and identity, are not taken as the issue of this research in the context of community communication behaviour towards local government social media.

Although communication behaviour is still low, this research proves that social media literacy, people's trust, and the quality of information, influence public communication behaviour towards local government social media. 41,25 of those three variables together have influenced community behaviour. By each variable, social media literacy is the most significant variable that impacts communication behaviour towards local social media. Another significant variable is public trust in the government. In comparison, quality information has a minor significance on community behaviour towards local government social media.

In this study, the ability of social media literacy is the dominant variable that influences communication behaviour because literacy ability is not only technical ability. This study categorized that a person has good social media literacy if that person has a social and critical ability. When a person has social ability, that person will care about others. It is in line with the research of Hassan et al. (2022) who analysed youth in Malaysia with notes that media literacy digitally encourages a person's concern towards political issues (Hassan et al., 2022).

A person will speak up when he finds an unfair social situation, including in social media. A social ability accompanied by critical ability can encourage a person to express the unfairness that they found actively, so the potency of active interaction in social media will be high. Not only active in reading and sneaking content on social media but also interacting and delivering ideas/opinions to the government through social media.

The research found that social media influences communication behaviour. This is in line with the theory by Creeber and Martin (2009). The use of technology, including interaction through technology as a medium, is also influenced by literacy on technology. When a person has good literacy on technology, the potency to use the technology for any function will be high.

People's trust also significantly influences public communication behaviour in social media. According to Dahlgren (2009), trust is one factor that encourages a person's participation in public space. When a person trusts people involved in the public sphere, he will most likely sustain interaction within the public sphere. This study shows that if people trust the ability of the local government to communicate on social media, people will tend to interact actively with the government through social media.

## CONCLUSION

Social media literacy, people's trust in local government, and the quality of the information in local government social media in urban areas in Indonesia are good. Those three variables can influence public communication behaviour towards local government social media. From the three variables discussed, social media literacy is the most significant variable that

influences public communication behaviour on social media. Following that, people's trust in local government is the second highest variable influencing public behaviour on local government social media. At the same time, the quality of information has no significant impact on the willingness of the people to interact intensively and give comments on local government social media.

Social media literacy has the most significant impact on communication behaviour on local government social media because, these variable highlights social and critical ability besides technical ability. With these two abilities, a person will care about social inequality and be moved to speak up on social media facilitated by the local government. However, social media literacy ability needs to be equipped with knowledge and understanding of public issues. These can be ammunition for the people when they deliver their thoughts and opinions on local government social media.

The impact of social media literacy, trust, and quality of information variables in community communication behaviour towards local government social media in urban areas of Indonesia is still under 50%. Hence, this research recommends analysing other factors such as individual characteristics, social media characteristics, and security influencing communication behaviour towards local government social media. Other than that, a broader sample uses more minor significance levels, such as 5% or 1%, to provide more valid results.

#### BIODATA

*Nur Atnan* is a Doctoral student at the Communication Science Department, Universitas Gadjah Mada. He is also a lecturer at the Communication Study of Telkom University, specializing in public communication, digital culture, and digital communication. Email: [nuratnan@telkomuniversity.ac.id](mailto:nuratnan@telkomuniversity.ac.id) / [nuratnan489435@mail.ugm.ac.id](mailto:nuratnan489435@mail.ugm.ac.id)

*Ana Nadhya Abrar* is a Professor of Communication and lecturer at the Communication Department of Universitas Gadjah Mada with a focused study on journalism, environmental journalism, and communication policy. Email: [ana.abrar@mail.ugm.ac.id](mailto:ana.abrar@mail.ugm.ac.id)

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