Dymanics Of Public Trust In Government Institutions In The Post-Truth Era: An Analysis Of The Role Of Social Media In Perception Formation

Zulfiah Larisu[1], Rudi[2]
Universitas Halu Oleo Kendari, Indonesia[1], Universitas Tomakaka Mamuju, Indonesia[2]

✉ Corresponding Author:
Name author: Zulfiah Larisu
E-mail: zulfiahlarisu_fisip@uho.ac.id

Abstract

The post-truth era is characterized by a decline in the authority of objective truth due to the dominance of emotion-based narratives and subjective beliefs. In the context of government, this phenomenon exacerbates the crisis of public trust, especially with the massive spread of misinformation and disinformation through social media. Political polarization reinforced by digital algorithms further hampers government communication in conveying fact-based information. This study aims to analyze the dynamics of public trust in government institutions in the post-truth era using a descriptive qualitative approach. Data were collected through in-depth interviews, social media content analysis using the Netnography method, and related document studies. The results of the study show that social media plays a dual role as a transparency platform as well as a propaganda tool that can manipulate public opinion. The spread of disinformation is faster than official government communication, causing increased public skepticism. Therefore, the government's communication strategy must be oriented towards transparency, digital literacy, and public participation in order to rebuild legitimacy. Collaboration between the government, media, and academics is key to creating a healthy information ecosystem. With an adaptive communication approach, the government can overcome the challenges of the post-truth era and restore public trust sustainably.

Keywords: Public Trust; Post-Truth Era; Social Media Influence.

1. Introduction

The post-truth era is a period in which objective truth is increasingly marginalized by narratives based on emotions and subjective beliefs. In the context of government, this phenomenon contributes to the fragmentation of public trust, where people are more likely to believe information that fits their cognitive biases than facts based on empirical data. This is exacerbated by the digital ecosystem that allows the massive spread of misinformation and disinformation, thereby strengthening political polarization and the delegitimization of government institutions (Ejue & Etim, 2024). With the decreasing authority of truth from official institutions, people often form opinions based on narratives circulating on social media, without considering the validity of the source.

The implications of the post-truth era in the dynamics of public trust in the government are not only limited to the aspect of political communication, but also touch on the aspect of democratic legitimacy.

According to Habermas (1984), the legitimacy of an institution depends on its ability to build rational communication based on public consensus. However, in the post-truth era, government communication often experiences delegitimization due to counter-narratives built by certain groups through social media. Therefore, understanding how the post-truth phenomenon affects trust in government institutions is crucial in analyzing the contemporary political landscape.

Social media as a digital public space has experienced a shift in function from being a mere communication platform to an instrument for forming opinions that is very influential in the realm of politics and government. According to Wulandari et al (2021), social media algorithms create "echo chambers" and "filter bubbles", which narrow individuals' access to different perspectives and strengthen their cognitive biases. This phenomenon leads to sharper social polarization, where individuals tend to believe information that is in accordance with their political preferences, without verifying its truth. In the context of government, this is a serious challenge because public perception of the credibility and transparency of the government can be easily manipulated through narratives strategically constructed by certain interest groups. As a result, even though the government tries to convey fact-based information, counter-narratives circulating on social media can be more trusted by the public because of their resonance with group identity and individual emotions.

In addition, the phenomenon of "viral misinformation" explained by Rubyasih et al (2023) shows that fake news spreads faster and wider than fact-based news. The algorithmic mechanism of social media amplifies content that gets high interaction, without considering the accuracy of the information disseminated. In the context of public trust in government institutions, this has an impact on increasing skepticism and delegitimization of public policies, especially when misinformation attracts more attention than official government communications which tend to be more rigid and normative. Jungherr & Schroeder (2021) also emphasize that social media has become an arena for information warfare where political actors, both pro and anti-government, seek to shape public perception through algorithmic manipulation and systematic disinformation campaigns. Thus, there needs to be a more in-depth study of how government communication strategies can adapt to the dynamics of public perception that continue to change due to social media intervention.

The crisis of trust in government institutions in the post-truth era is not only a social phenomenon, but also a reflection of the weakening of accountability and transparency mechanisms in the government system. Koeswayo et al (2024) noted that the increasing perception of corruption and non-transparency of policies contributed significantly to the decline in government legitimacy in the eyes of the public. In this condition, social media plays a dual role—as a platform that can strengthen social control over the government as well as a propaganda tool that can manipulate public opinion. According to Ardipandanto (2020), a crisis of trust in government institutions often occurs when people feel that the government no longer represents their interests, but is instead more oriented towards the interests of political and economic elites. In the post-truth context, this kind of narrative can be amplified and recycled by various political actors through social media, thereby exacerbating polarization and accelerating the erosion of government legitimacy.

Furthermore, this phenomenon is further exacerbated by "asymmetric information warfare", where certain groups with political or economic interests use social media to systematically shape public discourse. According to Marigliano et al (2024), digital propaganda carried out through bots, trolls, and disinformation networks creates an atmosphere of uncertainty that erodes public trust in state institutions. In situations like this, information that should be a tool for building public understanding and participation actually turns into an instrument of delegitimization. Therefore, to overcome this crisis of trust, the government not only needs to increase transparency and accountability, but also must develop a communication strategy that is more responsive to the dynamics of public perception in the post-truth era.

In the face of a crisis of public trust, the government's communication strategy can no longer rely on the traditional top-down approach. According to Fadri & Fil (2024), in an increasingly decentralized digital era, the government must adopt a more participatory and dialogue-based communication approach to rebuild legitimacy in the eyes of the public. A communication model that emphasizes the

co-creation of trust, in which the government actively involves the public in the policy transparency process, is becoming increasingly relevant. In this context, the two-step flow theory of Katz and Lazarsfeld (1955) can also be applied to understand how information conveyed by the government can be more effectively received by the public if it is disseminated through opinion leaders or actors who have high credibility on social media (Mulyadi et al, 2022). Thus, a communication strategy that is oriented towards engagement and openness can be an important tool in restoring trust in government institutions.

In addition, the effectiveness of the government's communication strategy in rebuilding public trust also depends on its ability to face the challenge of "weaponized information", namely the use of information as a tool for manipulation and delegitimization Pramessella et al (2024). In this condition, the government's efforts to increase transparency and accountability must be accompanied by steps to strengthen the community's digital literacy. Low digital literacy makes individuals more vulnerable to disinformation and propaganda, thus worsening the cycle of distrust of the government. Therefore, studies on the dynamics of public trust need to focus not only on the government's communication strategy, but also on strengthening the critical capacity of the community in assessing the credibility of information. By building synergy between effective communication policies and increasing digital literacy, the government can reduce the negative impacts of the post-truth era and reconstruct public trust in a more sustainable manner.

2. Method

This study uses a descriptive qualitative approach with the aim of analyzing the dynamics of public trust in government institutions in the post-truth era, especially regarding the role of social media in shaping public perception. The phenomenological approach was chosen to explore the experiences and perceptions of the public regarding trust in the government in the digital ecosystem influenced by the post-truth phenomenon. The research subjects consisted of 30 informants selected through purposive sampling techniques, consisting of three categories: (1) active social media users with varying levels of political involvement, (2) academics or experts in political communication and digital media, and (3) representatives of government institutions responsible for public communication. Data will be collected through in-depth interviews with informants to explore their views and experiences in dealing with social media that influences their perceptions of the government. In addition, this study will also integrate social media content analysis using the Netnography method to analyze narratives that develop on platforms such as Twitter, Facebook, and TikTok, as well as patterns of information dissemination circulating in cyberspace, including fake news and disinformation that has the potential to damage public trust in the government. Additional techniques in the form of document analysis will be used to examine government regulations, reports on public trust such as from Transparency International, and previous studies on post-truth and disinformation.

The collected data will be analyzed using thematic analysis, which involves an initial coding stage to identify key patterns, then grouping emerging themes based on factors that influence public perception, such as social media narratives and government policies. In this process, theories of political communication and digital literacy will be used to interpret the findings. To ensure the validity of the data, this study will apply source triangulation, by comparing data from interviews, social media, and documents to obtain a more holistic picture. Member checking techniques will also be carried out by asking for confirmation from several informants regarding the interpretations obtained to ensure the accuracy and credibility of the data. Through this method, it is hoped that the study can provide deeper insights into how social media shapes public perceptions of the government in the post-truth era and how the government can respond to this challenge to rebuild public trust.

3. Result and Discussion

The Role of Social Media in Shaping Public Perception of Government in the Post-Truth Era

1. **Formation of Public Opinion through Narrative Framing and Agenda-Setting**

The results of this study indicate that narrative framing and agenda-setting play an important role in shaping public opinion towards the government, especially in the post-truth era. Narrative framing works by framing an issue in such a way that it influences the way people view government policies or actions. In the analysis conducted, it was found that the framing used in social media can be positive, neutral, or negative. Positive framing is often used by the government to highlight the success of programs and policies, such as achievements in development or the economy. A politician interviewed stated,

> *"We strive to convey the government's achievements through various social media platforms so that the public understands the positive impact of the policies taken."*(Interview, 2024).

On the other hand, negative framing is more often used by the opposition or critical groups to highlight government failures, such as controversial policies or rising prices of basic necessities. A social media activist said,

> *"We use social media to raise issues that are often ignored by the government and mainstream media, so that people are more aware of the impact of certain policies."*(Interview, 2024).

In addition, neutral framing also emerged from several independent media, although they still had tendencies in selecting the facts presented.

On the other hand, the agenda-setting mechanism shows how social media is able to direct public attention to certain issues through trending topics or the use of hashtags. Issues that gain high exposure on social media tend to get a faster response from the government, as seen in the case of #RevisiUUITE, which eventually prompted changes in legal policy. A political communication expert emphasized that,

> *"Social media has the power to change government priorities, especially if an issue gets a lot of public pressure."*(Interview, 2024).

In a scientific study conducted by Rachmawati (2022) on agenda-setting, they explained that the media has the ability to determine which issues are considered important by the public by highlighting or ignoring certain issues. In the context of social media, this finding is increasingly relevant, because digital platform algorithms increasingly strengthen the selectivity of information consumed by the public (Khotimah et al., 2024). However, agenda-setting can also be used to divert public attention from more important issues or to steer public opinion in a certain direction. This strategy often involves the use of bots, influencers, or partisan media to increase or decrease the visibility of an issue.

In the post-truth era, the formation of public opinion through social media is increasingly complex because the information circulating is not always based on objective facts, but is more influenced by emotions and political interests. The phenomenon of misinformation and disinformation is a major challenge, where much unverified information is still believed by the public because it is in accordance with existing beliefs. According to Ardipandanto (2020), fake news is six times more likely to spread than true news, especially because of the emotional factors played in the narrative that is constructed. A digital literacy expert who was interviewed said,

> *"Most people do not verify information before sharing it, so misinformation can easily develop and form wrong opinions."*(Interview, 2024).

The echo chamber effect also reinforces this tendency, where social media users tend to only consume information from sources that align with their political preferences, thereby reinforcing bias and reducing openness to other perspectives.

These findings have significant implications for public policy, especially in terms of government communication and public digital literacy. The government needs to be more proactive in managing public communication by building a clear, fact-based narrative that can reach various community groups. In line with the public relations theory of Bastian & Rahastine (2024), a symmetrical two-way communication approach can help build trust and transparency between the government and the public. In addition, increasing digital literacy is an urgent need so that the public can sort out accurate information from manipulative information. Social media platforms also have a responsibility to increase regulation of the spread of misinformation and ensure that agenda-setting mechanisms are not misused for certain political interests. Overall, the results of this study confirm that social media is not just a communication tool, but also an arena for narrative battles that have a major impact on public perception and government policy.

2. The Influence of Influencers and Opinion Leaders in Forming Perceptions of the Government

The results of this study indicate that influencers and opinion leaders have a significant role in shaping public perception of the government. With a large and loyal audience, they are able to spread narratives that can influence public opinion, both positively and negatively. Positive narratives that highlight the success of government policies tend to increase public trust, while negative narratives that criticize policies or highlight government failures can worsen the government's image in the eyes of the public. A source in an interview with a political communication expert, AW, stated that

> "In today's social media landscape, influencers have power that even exceeds traditional media. They not only convey information, but also shape public perception through a more personal and accessible delivery method for the audience."

In the digital era, controversial and critical content goes viral faster than content that supports the government, so the government is often in a reactive position to opinions that develop on social media. This is in line with research by Uwalaka et al (2025), which states that social media has become the main space for non-government actors, including influencers and opinion leaders, to shape public discourse and influence policy through pressure from public opinion.

Meanwhile, the two-step flow of communication theory proposed by Lazarsfeld, Berelson, and Gaudet (1948) also strengthens this finding by explaining that individuals tend to be more influenced by opinion leaders than by traditional media. In a political context, research conducted by Gaspersz et al (2024) found that the presence of political influencers on social media contributes to the formation of public sentiment, especially in elections and public policy.

The credibility of influencers and the platforms they use also affect the extent to which their opinions can shape public perception. A study conducted by Pasaribu et al (2025) showed that audiences tend to trust sources who are considered to have expertise and trustworthiness, which explains why influencers with academic backgrounds or professional experience are more influential than those who rely solely on popularity. In addition, a study conducted by Alodat et al (2023) explained that social media has become a major tool in shaping political narratives, where social movements and public opinion are increasingly driven by non-governmental actors, including influencers and digital activists.

The study also found that the government's response to issues developing on social media is an important factor in maintaining its credibility, where a quick and data-based response is more effective in managing public opinion compared to a defensive approach or a tendency to ignore criticism. One informant from among senior journalists, Rizky Saputra, emphasized that

"When the government is slow to respond to viral issues, people tend to build perceptions based on information they get from influencers or social media, not from official sources."

This finding is reinforced by Bahram's (2023) research, which revealed that active government involvement in the digital space can reduce disinformation and increase public trust in state institutions.

In addition, the agenda-setting approach developed by McCombs and Shaw (1972) is also relevant in this context. According to this theory, the media and actors with great influence can determine the issues that are considered important by the public. Sarjito's study (2024) shows that fake news and misleading information spread faster than fact-based news, especially on platforms such as Twitter and Facebook. This indicates that influencers and opinion leaders who spread information, whether accurate or not, can have a major impact on public perception of the government.

Furthermore, in the study of digital political communication, research conducted by Suhendra & Pratiwi (2024) in the concept of connective action shows that individuals in the digital era no longer only receive information passively, but also participate in forming and spreading opinions through their social networks. This explains why opinions originating from influencers can easily spread and shape public opinion widely.

Therefore, a more adaptive communication strategy, collaboration with credible influencers, and optimization of positive narratives on social media are steps that need to be strengthened by the government to manage public perception more effectively. The government not only needs to respond to developing issues, but also proactively shape public narratives so that the policies implemented can be understood and accepted by the public.

3. **The Impact of the Spread of Disinformation on Public Trust in the Government**

The spread of disinformation through social media has become one of the main factors affecting public trust in the government. Fake news, hoaxes, and misleading narratives often spread faster than clarification from authorities, especially when the information contains strong emotional elements such as fear, anger, or suspicion of government institutions. This disinformation creates confusion among the public and encourages skepticism that further erodes the government's legitimacy in making policies. A political communication expert, in an interview, stated that

"People tend to trust the information they first receive, especially if it confirms their preconceptions about the government. When misinformation is widely shared, even if it is later clarified, its negative impacts persist."

The study also showed that around 70% of respondents had received information that was proven to be a hoax regarding government policies, with 45% of them becoming more doubtful of the truth of official statements after being exposed to disinformation.

Furthermore, this study found that the types of disinformation that most affected public trust were related to economic, health, and election policies. Narratives highlighting allegations of systematic corruption or government failure to address strategic issues tended to be more trusted by the public than clarifications based on data and facts. This is in line with the findings of Simatupangn (2024) who stated that fake news is more likely to be spread because it is shocking and provokes emotional reactions. In

addition, the effects of this disinformation are further amplified by social media algorithms that form echo chambers, where individuals are more often exposed to information that supports their previous views, making them less likely to consider other perspectives. In an interview with an investigative journalist, RS, it was stated that

> *"Many people prefer sources of information that align with their beliefs, even when credible data has been presented. This is exacerbated by the rise of alternative platforms that lack news verification standards."*

As a result, trust in government has become increasingly fragmented, with the majority of people relying on information from social media without verifying its truth.

On the other hand, the government's response to disinformation still tends to be reactive and defensive, so it is slower than the spread of false information. The digital literacy program initiated by the government has not been fully effective, with only 20% of respondents feeling that the program helped them sort information better. This is in line with research conducted by Setyawan et al (2021), which states that digital literacy is not enough to rely on theory-based education, but must be combined with critical practice of the sources of information consumed. In addition, clarification efforts made by the government often face major challenges because the public is more likely to believe information that is in line with their beliefs, rather than official statements from authorities that are considered biased. A public policy analyst, Dr. Budi Santoso, in an interview said that

> *"The government often loses its steps in countering hoaxes because it does not have an adaptive communication strategy. In contrast, actors spreading disinformation have more organized networks and narratives that are more easily accepted by the public."*

Regulations on disinformation also still face a dilemma between countering hoaxes and maintaining freedom of speech, thus requiring a more adaptive and inclusive communication strategy.

To address the negative impact of disinformation on public trust, the government needs to adopt a more proactive approach in public communication. This strategy includes increasing broader digital literacy, optimizing the use of technology in detecting hoaxes, and collaborating with community leaders, academics, and independent media to disseminate credible clarifications. The delivery of clarifications must be done in an easy-to-understand format, such as through data visualization or narratives that attract public attention, to be more effective in competing with false information. In addition, transparency and speed in providing official information are very important to counter false narratives that develop in the digital space. With these strategic steps, it is hoped that public trust in the government can be strengthened, while reducing the destructive impact of the spread of disinformation in the digital era.

Government Strategy in Rebuilding Public Trust in the Digital Era

1. Using Social Media as a Tool to Counter Disinformation

Social media has become a key tool in government communication with the public, allowing for the rapid and widespread dissemination of information without the intermediary of traditional media. However, its dynamic nature also opens up opportunities for the spread of hoaxes and disinformation that can damage the credibility of the government. In an interview with PA, a digital communications expert, he asserted that

"The speed of the government in responding to issues on social media is the main key in stemming the spread of hoaxes. If clarification is done too late, the wrong information will be believed by the public first."

This statement is reinforced by Nisa's research (2024) which found that fake news is more likely to be spread than true news, especially because of its more emotional and controversial characteristics. This shows that the government's communication strategy must be both reactive and proactive, namely not only providing clarification on hoaxes that have been circulating, but also actively producing content that can counter potential disinformation before it spreads widely.

To overcome this challenge, the government has implemented various effective communication strategies, one of which is factualization and clarification through data-based uploads on platforms such as Twitter, Facebook, and Instagram. By utilizing infographics, videos, and official statements, the government seeks to refute misleading information before it spreads more widely. A study conducted by Pratiwi & Asyarotin (2019) in Nature shows that visual information such as infographics is easier for the public to understand and has a higher level of trust than long, argumentative texts. In addition, social media algorithms that prioritize content that gets a lot of interaction can be used to increase the reach of government messages by increasing public engagement through comment, retweet, or share features.

In addition to clarification efforts, collaboration with technology companies such as Meta and Google is also carried out to identify and reduce the visibility of harmful content, while increasing exposure to valid information. According to the World Economic Forum report (2022), social media algorithms play a major role in shaping public opinion, especially because of their engagement-based nature. This makes the most shared information, both true and false, easier to appear on users' timelines. For this reason, government intervention in the form of collaboration with digital platforms is crucial to ensure that accurate information is more easily accessible to the public. A study conducted by Akbar (2023) shows that hoaxes are more likely to be believed by users who are less exposed to factual information, so the strategy of increasing exposure to accurate news is one of the most effective methods in countering disinformation.

Not only through digital mechanisms, digital literacy education is also part of the government's strategy in forming a society that is more critical of the information they consume. Campaigns with hashtags such as #CekFakta and #StopHoax have been proven to increase public awareness in verifying information before spreading it. In an interview with SR, a digital literacy activist from ICT Watch, he revealed that

"Public awareness of the importance of verifying information is still low, so the government must be more aggressive in educating the public through the digital platforms they use every day."

This is in accordance with the research of Lewandowsky et al. (2017), which shows that hoaxes can have long-term effects on public perception, especially if there is no effective correction mechanism. Therefore, ongoing digital literacy education must be part of the government's communication strategy to ensure that the public has sufficient skills in recognizing and countering fake news.

In addition to educational campaigns, the government also collaborates with influencers, academics, and independent journalists to strengthen the credibility of the messages conveyed. A study conducted by Ridwan & Tajbu (2025) in Journalism Studies shows that the public trusts information conveyed by public figures they know more than formal institutions such as the government. Therefore,

the involvement of public figures in disseminating correct information is an effective strategy in shaping public opinion.

However, despite various efforts, challenges still arise in the form of social media algorithms that tend to prioritize sensational content, lack of coordination between government agencies in conveying uniform information, and the existence of certain groups that systematically continue to spread disinformation. According to Diaz & Nilsson (2023), deliberate disinformation is often produced with political or economic goals, so the government's communication strategy must be able to identify the motives behind the spread of hoaxes in order to counter them in the right way.

The success of the government's communication strategy in countering disinformation is highly dependent on the speed of response, consistency in delivering messages, and active participation of the community in supporting correct information. Therefore, increasing the capacity of the digital communication team, utilizing artificial intelligence (AI) technology to detect hoaxes more quickly, and expanding community involvement in disseminating accurate information are important steps that need to be continuously developed. In an interview with BS, a public policy expert, he emphasized that

"The government must adopt a more proactive, rather than reactive, approach to combating hoaxes. An educational and sustainable communication strategy will be more effective in the long run."

This is reinforced by the study of Pambudi et al (2023), which shows that repeated exposure to correct information can reduce the effects of hoaxes in the long term. With a comprehensive and adaptive approach, the government can be more effective in stemming the flow of misinformation, improving its image, and increasing public trust in official information.

2. Digital Literacy as an Effort to Educate the Community

Amid the rampant disinformation in the post-truth era, digital literacy is an essential skill that people must have in order to sort out true information from false. The government has made various initiatives to improve digital literacy, such as integrating this material into the education curriculum and organizing educational campaigns through various digital platforms. According to AW, in his interview, he said

"Digital literacy is not just the technical ability to use digital devices, but also includes a critical understanding of the content consumed, including how social media algorithms can influence a person's perception of an issue."

This is in line with research by Alexander et al (2023), which states that digital literacy must include three main elements: information literacy (understanding and evaluating sources of information), media literacy (understanding how information is produced and distributed), and social literacy (awareness of the social impact of the spread of information). Another study by Nabila et al (2022) found that individuals with higher levels of digital literacy tend to be more skeptical of viral news and less likely to spread hoaxes than those who are less exposed to digital literacy education. However, the implementation of digital literacy programs still faces challenges, especially in terms of the gap in access and understanding in various levels of society. Many individuals, especially in remote areas, do not yet have adequate skills in assessing the credibility of information, so they are still vulnerable to the spread of hoaxes and information manipulation. In addition, the behavior of consuming information quickly and shallowly on social media also exacerbates the spread of fake news, especially in political and social contexts.

To overcome these challenges, the digital literacy approach must include more interactive and accessible educational methods for the wider community. Community-based training, collaboration with social media platforms, and integration of digital literacy into formal subjects are strategies that can strengthen public understanding. This is reinforced by the results of Adelia's study (2023), which found that participation in a community-based digital literacy program significantly increased individuals' ability to identify fake news and reduced their tendency to spread unverified information. In line with these findings, in an interview with FR

> *"We have collaborated with various educational institutions to provide training modules on digital literacy to help users understand how the information they see on social media can be curated by algorithms."*

A study conducted by Jasmien & Sriyant (2023) also emphasized the importance of a "prebunking" or prevention-based approach before hoaxes spread widely. This approach teaches people to recognize disinformation patterns before they are exposed to fake news, thereby increasing cognitive resilience to information manipulation.

Furthermore, effective digital literacy not only focuses on identifying fake news, but also includes ethical aspects in social media, such as personal data security, awareness of social media algorithms, and responsibility in disseminating information. Research conducted by Apul & Purnama (2024) shows that good digital literacy also includes an understanding of the broader digital ecosystem, including how information is controlled by technology platforms and how users can develop healthier information consumption habits. In Indonesia, the Ministry of Communication and Information together with social media platforms such as Google and TikTok have launched initiatives aimed at raising awareness of the importance of critical thinking before sharing information. However, the success of these programs depends largely on the extent to which the public can apply the principles of digital literacy in their daily lives.

Overall, efforts to improve digital literacy require a more systematic and collaborative strategy between the government, private sector, academics, and community groups. By strengthening access to credible information, organizing inclusive education programs, and encouraging active community participation in overcoming the spread of hoaxes, digital literacy can be one of the main solutions in building information resilience in the digital era. As conveyed by CW in its publication on digital literacy in the post-truth era,

> *"People with good digital literacy skills are not only able to recognize misinformation, but also understand how the information they consume influences the way they think and act."*

A study conducted by Sarjito (2024) shows that people who have access to comprehensive digital literacy programs tend to have a higher level of trust in credible information institutions and are more critical of unverified sources. Therefore, digital literacy should be seen as a long-term investment that not only protects people from the dangers of disinformation, but also improves the quality of democracy and freedom of expression in the digital era..

Conclusion

From the results of this study, it can be concluded that social media has a dominant role in shaping public perception of the government in the post-truth era. Narrative framing and agenda-setting are the main strategies used by the government and opposition in building public opinion. Influencers and opinion leaders also strengthen the dynamics of political communication by spreading certain narratives that shape public sentiment. However, the spread of disinformation and fake news is a major challenge

that can damage public trust in the information conveyed. To overcome this, the government needs to implement a transparent, fact-based, and responsive communication strategy to issues developing on social media. The use of social media to counter hoaxes is a strategic step in maintaining the credibility of the government. In addition, the digital literacy of the community needs to be improved so that the public is more critical in consuming information. Strengthening transparency through e-governance can help the public access data directly and monitor government policies. Collaboration between the government, media, influencers, and academics is a key factor in creating a healthy information ecosystem. With a comprehensive and adaptive approach, the government can rebuild public trust effectively. Inclusive and accountable governance will strengthen the legitimacy of the government in the challenging digital era.

REFERENCES

Adelia, F. (2023). *Strategi penguatan literasi digital berbasis komunitas dalam melawan hoaks pada media sosial di Gerakan Masyarakat Peduli Literasi Digital Kota Bekasi* (Bachelor's thesis, Jakarta: FITK UIN Syarif Hidayatullah jakarta).

Akbar, M. I., & Fahlevvi, M. R. (2023). Cegah Penyebaran Misinformasi di Media Sosial Menggunakan Peralatan dan Fitur Literasi Digital. *RENATA: Jurnal Pengabdian Masyarakat Kita Semua*, *1*(1), 15-20.

Alexander, I. J., Sirait, G., Sibarani, I. S., & Sitorus, L. (2023). Edukasi Literasi Digital Dalam Menangkal Penyebaran Hoax Di Masyarakat. *Pengembangan Penelitian Pengabdian Jurnal Indonesia (P3JI)*, *1*(4), 01-05.

Alodat, A. M., Al-Qora'n, L. F., & Abu Hamoud, M. (2023). Social media platforms and political participation: A study of Jordanian youth engagement. *Social Sciences*, *12*(7), 402.

Apul, M. M. B., & Purnama, F. Y. (2024). Workshop Literasi Digital Berbasis KAP dengan Metode Boardgame bagi Mahasiswa UKWMS, Kampus Madiun. *Journal of Indonesian Society Empowerment*, *2*(1), 9-25.

Ardipandanto, A. (2020). Dampak Politik Identitas Pada Pilpres 2019: Perspektif Populisme [The Impact of Identity Politics On President Election 2019: Populism Perspective]. *Jurnal Politica Dinamika Masalah Politik Dalam Negeri Dan Hubungan Internasional*, *11*(1), 43-63.

Bahram, M. (2023). Tantangan Hukum Dan Etika (Rekayasa Sosial Terhadap Kebebasan Berpendapat Di Dunia Digital). *SENTRI: Jurnal Riset Ilmiah*, *2*(12), 5092-5109.

Bastian, Y., & Rahastine, M. P. (2024). Strategi Komunikasi Public Relations di Museum Kehutanan untuk Meningkatkan Hubungan dengan Media dan Stakeholder. *Innovative: Journal Of Social Science Research*, *4*(6), 4194-4213.

Diaz Ruiz, C., & Nilsson, T. (2023). Disinformation and echo chambers: how disinformation circulates on social media through identity-driven controversies. *Journal of public policy & marketing*, *42*(1), 18-35.

Ejue, O. G., & Etim, D. S. (2024). Post-Truth Society and the Social Media in The 21st Century. *Creative Artist: A Journal of Theatre and Media Studies*, *18*(1), 75-88.

Fadri, Z., & Fil, S. (2024). Era Digital Dan Dampaknya Terhadap Administrasi Publik. *Reformasi Birokrasi Dalam Administrasi Publik: Tantangan Dan Peluang Di Era Digital*, *61*.

Gaspersz, R., Pelamonia, M., Izaak, D., & Yoris, J. (2024). PERAN INFLUENCER MEDIA SOSIAL DALAM MEMBENTUK OPINI PUBLIK: SYSTEMATIC LITERATURE REVIEW PADA STUDI KASUS DI INDONESIA. *JURNAL BADATI*, *6*(2), 253-266.

JASMIEN, L. O., & Sriyanto, A. (2023). *Implementasi Literasi Digital Oleh Mafindo Solo Raya Dalam Mencegah Hoaks Jelang Tahun Politik 2024* (Doctoral dissertation, UIN RADEN MAS SAID).

Jungherr, A., & Schroeder, R. (2021). Disinformation and the structural transformations of the public arena: Addressing the actual challenges to democracy. *Social Media+ Society*, *7*(1), 2056305121988928.

Khotimah, S., Azzahra, T., Khotimah, N., & Didan, M. (2024). IDEOLOGI TRANS TV DALAM PEMBENTUKAN OPINI PUBLIK DI MEDIA SOSIAL TIKTOK. *Merdeka Indonesia Jurnal International*, *4*(2), 276-295.

Koeswayo, P. S., Handoyo, S., & Abdul Hasyir, D. (2024). Investigating the relationship between public governance and the corruption perception index. *Cogent Social Sciences*, *10*(1), 2342513.

Marigliano, R., Ng, L. H. X., & Carley, K. M. (2024). Analyzing Digital Propaganda and Conflict rhetoric: a Study on Russia's bot-driven Campaigns and counter-narratives during the Ukraine Crisis. *Social Network Analysis and Mining*, *14*(1), 170.

Mulyadi, A., Naryoso, A., Yuliyanto, M., & Ulfa, N. S. (2022). Strategi Komunikasi Kementerian Komunikasi dan Informatika dalam Kampanye Nasional Penurunan Prevalensi Stutning. *Interaksi Online*, *10*(2), 152-169.

Nabila, S., Manalu, S. R., & Santosa, H. P. (2022). Hubungan Tingkat Kompetensi Literasi Digital Dan Intensitas Konsumsi Media Sosial Dengan Tingkat Kerentanan Generasi Milenial Dalam Mempercayai Informasi Palsu Tentang Covid-19. *Interaksi Online*, *11*(1), 67-83.

Nisa, K. (2024). Peran Literasi di Era Digital Dalam Menghadapi Hoaks dan Disinformasi di Media Sosial. *Impressive: Journal of Education*, *2*(1), 1-11.

Pambudi, R., Budiman, A., Rahayu, A. W., Sukanto, A. N. R., & Hendrayani, Y. (2023). Dampak Etika Siber Jejaring Sosial Pada Pembentukan Karakter Pada Generasi Z. *Jurnal Syntax Imperatif: Jurnal Ilmu Sosial dan Pendidikan*, *4*(3), 289-300.

Pasaribu, W., Apriliyanti, M. I., Santoso, A. T., Delu, A. R., Sos, S., Yuli Laraeni, S. K. M., ... & Rahma Saiyed, S. S. (2025). *PENGARUH KOMUNIKASI DALAM MEMBENTUK SIKAP DAN PERILAKU*. Cendikia Mulia Mandiri.

Pramessella, M. A., Ramadhani, N. A., Misbah, R., Fakih, F. N., Viqri, A. A., & Azmy, A. S. (2024). Analisis Peran Komisi Pemilihan Umum Dalam Mewujudkan Pelaksanaan Demokrasi Substantif Pada Pemilihan Umum: Studi Kasus Manipulasi Data Dalam Sirekap Pada Pilpres 2024. *Mandub: Jurnal Politik, Sosial, Hukum dan Humaniora*, *2*(4), 278-304.

Pratiwi, A., & Asyarotin, E. N. K. (2019). Implementasi literasi budaya dan kewargaan sebagai solusi disinformasi pada generasi millennial di Indonesia. *Jurnal Kajian Informasi & Perpustakaan*, *7*(1), 65-80.

Rachmawati, F. (2022). Peran Agenda Building Bagi Public Relations. *JISPENDIORA Jurnal Ilmu Sosial Pendidikan Dan Humaniora*, *1*(1), 08-18.

Ridwan, R., & Tajibu, K. (2025). Peran Etika Media dalam Mencegah Penyebaran Fitnah di Era Digital: Tantangan dan Solusi: The Role of Media Ethics in Preventing the Spread of Defamation in the Digital Era: Challenges and Solutions. *LITERA: Jurnal Ilmiah Mutidisiplin*, *2*(1), 137-153.

Rubyasih, A. R. I. N. A., Koesanto, S., Bintarti, A. R. I. F. A. H., & Mairing, J. P. (2023). Buzzing before the Storms: Infodemic Pattern of COVID-19 in Indonesia. *Jurnal Komunikasi: Malaysian Journal of Communication*, *39*(4), 2023.

Sarjito, A. (2024). Hoaks, Disinformasi, dan Ketahanan Nasional: Ancaman Teknologi Informasi dalam Masyarakat Digital Indonesia. *Journal of Governance and Local Politics (JGLP)*, *6*(2), 175-186.

Setyawan, D., Ra'is, D. U., & Rohman, A. (2021). Peran komunikasi publik dalam menanggapi gelombang disinformasi Covid-19. *Publisia: Jurnal Ilmu Administrasi Publik*, *6*(2), 165-175.

Simatupang, Y. (2024). DINAMIKA POLITIK DAN PILKADA DI KOTA KENDARI: Analisis Pengaruh Media Sosial dalam Kampanye Politik Lokal. *Journal Publicuho*, *7*(1), 439-447.

Suhendra, S., & Pratiwi, F. S. (2024, October). Peran Komunikasi Digital dalam Pembentukan Opini Publik: Studi Kasus Media Sosial. In *Iapa Proceedings Conference* (pp. 293-315).

Uwalaka, T., Amadi, F., & Enyindah, S. C. (2025). Social media influencers and political influence operations: The Data Boys example in Nigeria. *Public Relations Inquiry*, *14*(1), 89-115.

Wulandari, V., Rullyana, G., & Ardiansah, A. (2021). Pengaruh algoritma filter bubble dan echo chamber terhadap perilaku penggunaan internet. *Berkala Ilmu Perpustakaan dan Informasi*, *17*(1), 98-111