



STRATEGY FOR ENHANCING PUBLIC TRUST THROUGH INSTAGRAM CONTENT AND PUBLIC RELATIONS INTERACTION AT PELINDO REGIONAL 1

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Abstract

The development of digital technology has transformed public relations practices, particularly through the use of social media as a means of communication between organizations and their publics. Instagram has become one of the platforms widely used by organizations to disseminate information, build institutional image, and establish closer relationships with society. In the context of public organizations and state-owned enterprises, public trust constitutes an important asset that must be developed and maintained through effective communication. This study aims to analyze strategies for enhancing public trust through Instagram content and public relations interactions at Pelindo Regional 1. The study employed a qualitative approach using a descriptive method. Data were collected through observations of Pelindo Regional 1's official Instagram account, documentation of posts and public interactions, and interviews with individuals involved in managing the organization's social media. Data were analyzed using the Miles, Huberman, and Saldaña model, which consists of data condensation, data display, and conclusion drawing. The findings reveal that strategies for increasing public trust were implemented through the presentation of informative, consistent, and transparent content, supported by responsive and dialogical public relations interactions. Instagram content functioned both as a medium for disseminating information and as a representation of organizational values, while public relations interactions served as a form of two-way communication that strengthened relationships between the organization and its publics. These findings demonstrate that the combination of high-quality content and effective interaction contributes to building public trust in Pelindo Regional 1.

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1. INTRODUCTION

The development of digital technology has transformed public relations practices from predominantly one-way communication into a more open, rapid, and participatory form of communication. Social media now functions not only as a channel for distributing organizational information but also as a public space in which society evaluates an organization's openness, consistency, competence, and responsibility. This transformation requires public relations practitioners to manage digital communication strategically because every message, visual element, and response published online can influence the organization's relationships with its stakeholders. In this context, the success of organizational communication can no longer be measured solely by the breadth of message



reach, but also by the organization's ability to provide accurate, relevant, and accountable information to the public (Argenti, 2022; Smith, 2022).

Instagram has become a relevant platform for public relations activities because it integrates visual content, video, text, and interactive features within a single medium. Through posts, reels, stories, comments, and direct messages, organizations can disseminate information while simultaneously receiving rapid public feedback. However, a high number of views, likes, comments, or content shares does not automatically indicate the formation of public trust. Engagement reflects the degree of audience involvement with content, whereas image refers to the impressions or perceptions formed about an organization. Public trust, by contrast, represents a deeper belief that an organization possesses competence, integrity, openness, and a genuine commitment to serving the public interest. Therefore, engagement and a positive organizational image should be regarded as supporting conditions rather than being directly equated with public trust (Doorley & Garcia, 2021; OECD, 2024).

Public trust through social media is established when digital communication demonstrates consistency among organizational messages, institutional actions, and the public's experience in accessing services. Informative and consistent content can improve information transparency, but credibility is established only when such information is accurate, verified, and aligned with actual conditions. Similarly, accountability is demonstrated not merely through the publication of organizational achievements but also through a willingness to provide explanations regarding problems, criticism, and public complaints. The institutional trust framework positions reliability, responsiveness, openness, integrity, and fairness as interconnected dimensions that shape public assessments of an organization (OECD, 2024). From the perspective of two-way communication, trust also requires dialogue that enables organizations to listen to, understand, and respond to public interests rather than merely disseminating information unilaterally (Grunig, 2023).

The selection of Pelindo Regional 1 as the research object is significant because the organization is part of PT Pelabuhan Indonesia (Persero), a state-owned enterprise responsible for port services and engaged with diverse stakeholders, including service users, employees, communities surrounding port areas, government institutions, media organizations, and business partners. Pelindo divides its operational areas into four regions, while Pelindo Regional 1 also manages an official Instagram account as an institutional communication channel with the public. The characteristics of port services, which involve operational activities, occupational safety, passenger and cargo flows, social responsibility, and service quality, require public information to be communicated accurately, transparently, and responsively. Under these conditions, Instagram functions not merely as a platform for documenting corporate activities but also as a digital representation of the organization that may either strengthen or weaken its credibility. Inaccurate information, the dominance of ceremonial content, and delayed responses to public inquiries may create a gap between the corporate image presented online and the public's actual experience of the services provided.

Several previous studies have examined the use of Instagram in public relations activities. Diniati et al. (2023) demonstrated that Peruri's Instagram management involved image mapping, editorial planning, data collection, content distribution, and evaluation to support corporate communication with the public. Meanwhile, Yudananto and Damastuti (2023) analyzed the characteristics of police Instagram content used to build public trust. Nevertheless, previous studies have tended to examine content management, organizational image, engagement, and public trust as separate areas of focus. Research on the synergy between content characteristics and public relations interaction practices in building public trust within state-owned enterprises in the port sector remains limited. In addition, few studies have explicitly explained how transparency, credibility, accountability, and responsiveness are manifested through digital content and interaction rather than being inferred merely from the prevalence of positive audience responses.

Based on this research gap, this study aims to analyze strategies for enhancing public trust through Instagram content management and interactions between the Public Relations Division of Pelindo Regional 1 and the public. The analysis focuses on the processes of content planning and verification, the forms of messages published, patterns of response to questions and criticism, and their relationship with organizational transparency, credibility, accountability, and responsiveness. This study does not treat engagement figures as the sole evidence of public trust but examines them alongside the quality of information and the two-way communication established by public relations practitioners. Theoretically, this study is expected to strengthen the field of digital public relations by clarifying the relationships among content, interaction, organizational image, engagement, and public trust. Practically, the findings are expected to provide a foundation for Pelindo Regional 1 and other state-

owned enterprises in designing social media communication that is more informative, dialogical, transparent, and responsive to public needs.

2. RESEARCH METHOD

This study employed a qualitative approach using a descriptive method to obtain an in-depth understanding of the strategies implemented by the Public Relations Division of Pelindo Regional 1 to enhance public trust through Instagram content management and interaction with the public. A qualitative approach was selected because the study focused on meanings, processes, and communication phenomena occurring in real-life contexts, thereby enabling the researcher to develop a comprehensive understanding of the organization's digital communication strategies (Creswell & Creswell, 2021).

The study was conducted at Pelindo Regional 1, with the research object consisting of public relations communication activities carried out through the company's official Instagram account. The research focused on two main aspects: the Instagram content published by the public relations division and the forms of interaction established between the organization and the public through the platform. Pelindo Regional 1 was selected as the research setting because it is a state-owned enterprise that actively utilizes Instagram as a channel for public communication and corporate information dissemination. Research participants were selected using purposive sampling, in which informants were chosen based on specific considerations relevant to the research objectives. The informants consisted of Pelindo Regional 1 public relations staff involved in social media management and public communication. Supporting data were also obtained from public interactions recorded on the company's official Instagram account.

Data were collected through three techniques: observation, interviews, and documentation. Observation was conducted by directly examining Pelindo Regional 1's Instagram posts, including content types, message themes, visual formats, and communication patterns. Semi-structured interviews were conducted with public relations personnel to obtain in-depth information regarding content management strategies and interactions with the public. Documentation was used to collect data in the form of posts, captions, comments, public responses, and other supporting documents related to the organization's digital communication activities.

Data were analyzed using the interactive analysis model developed by Miles, Huberman, and Saldaña (2020), which comprises three stages: data condensation, data display, and conclusion drawing. During the data condensation stage, the researcher selected and categorized data relevant to the research focus. The data were then presented in descriptive form to facilitate an understanding of the communication patterns identified. The final stage involved drawing conclusions through the interpretation of the analyzed data to address the research questions.

3. RESULT AND ANALYSIS

Classification of Pelindo Regional 1 Instagram Content

As part of the effort to understand strategies for enhancing public trust, this study did not rely solely on interview data obtained from the Public Relations Division of Pelindo Regional 1, but also conducted observations of content published through the company's official Instagram account. These observations aimed to identify the forms, characteristics, and tendencies of the content communicated to the public, thereby revealing how Instagram is utilized as a communication medium to support public relations strategies.

The analysis of Instagram content was conducted by grouping each post into several categories based on its publication theme, communication objective, and strategic value. This classification was developed to provide an overview of the digital communication patterns implemented by the Public Relations Division of Pelindo Regional 1 in disseminating information to society. In addition, the categorization of content served as a basis for analyzing the relationship between the types of content published and the company's efforts to build transparency, credibility, professionalism, social responsibility, and closeness to the public as important indicators in the formation of public trust.

Based on observations of posts published on Pelindo Regional 1's official Instagram account, the content displayed diverse characteristics, ranging from information on port services and operational activities to Corporate Social and Environmental Responsibility programs, Occupational Safety and

Health implementation, corporate awards, and commemorations of national holidays. All content was subsequently classified according to content type, communication objective, and indicators of strategies for enhancing public trust.

Table 1. Classification of Instagram Content on @pelindoregional1 Based on Public Relations Communication Indicators

Theme	Content Type	Objective	Visual Format	Message	Interaction
Serving Wholeheartedly During the Christmas and New Year Holiday Travel Period	Activity Documentation	Building Transparency	Carousel	Pelindo Provides Professional Services	Positive Comments
Occupational Safety	Education and Public Advisory	Providing Education for Employees	Video	Occupational Safety Is a Priority	Appreciation
Working Visit of the President Commissioner	Activity Documentation	Providing Transparent Information	Video	The Company Shares Its Internal Activities with the Public	Likes and Shares
Social and Environmental Responsibility Program	Corporate Social Responsibility	Building Corporate Image and Relationships	Photo	The Company Demonstrates Concern for the Community	Positive Comments and Appreciation
Passenger Terminal Services	Service Information	Building Corporate Image	Video	Pelindo Provides Professional Services	Appreciation
Pancasila Day Commemoration Ceremony	National Commemoration	Documenting Organizational Activities	Video	Pelindo Commemorates Pancasila Day	Appreciation
Annual General Meeting Achievements	Corporate Achievement Publication	Enhancing a Positive Corporate Image	Photo	Pelindo Contributes Increased Revenue to the State	Appreciation

Based on observations of Pelindo Regional 1's official Instagram account, the published content demonstrates diverse characteristics. In general, the content can be classified into several major categories: Social and Environmental Responsibility programs, Occupational Safety and Health implementation, port services, corporate performance achievements, ceremonies and commemorations of national events, visits by commissioners and directors, and terminal services. Each category indicates that the company's social media management functions not only as a means of disseminating information but also as part of its public relations strategy to establish positive relationships with the public.

The Social and Environmental Responsibility category represents a form of communication that demonstrates the company's commitment to society. Publications concerning the distribution of social assistance, community empowerment programs, environmental conservation, and other social activities indicate that Pelindo Regional 1 is not solely oriented toward business activities but also recognizes its social responsibility toward surrounding communities. From a public relations perspective, Social and Environmental Responsibility content serves to build an image of the company as being attentive to public interests. Transparency in communicating these social programs also strengthens positive public perceptions, thereby contributing to the development of public trust in the company.

The Occupational Safety and Health category demonstrates the company's efforts to cultivate a safety culture in the workplace. Posts concerning the use of personal protective equipment, safety briefings, occupational safety training, and safety culture campaigns provide evidence that the company prioritizes occupational safety. These publications are directed not only toward internal employees but also toward the wider community, enabling the public to recognize that port operations are conducted in accordance with established safety standards. This strategy creates the impression that the company is committed to professionalism and the protection of its human resources, thereby enhancing its credibility in the eyes of the public.

The port services category is most directly related to Pelindo's primary function as a provider of port services. Service-related content generally includes information concerning loading and

unloading activities, vessel services, port facilities, and other operational matters. Such publications represent a form of corporate transparency in providing information to service users. Through the regular dissemination of accessible information, the public can develop a clearer understanding of the quality of services provided. Accordingly, service-related content functions as a public relations strategy for building trust through the provision of information that is transparent, accurate, and relevant to public needs.

The corporate performance achievements category includes information concerning accomplishments, awards, innovations, and the success of Pelindo Regional 1 in achieving corporate targets. The publication of these achievements is not intended solely as a promotional activity but also as an effort to demonstrate organizational performance and accountability to the public. Communicating the company's achievements provides assurance that the organization possesses the competence required to carry out its duties and responsibilities professionally. Therefore, performance-related content contributes to strengthening organizational credibility, which constitutes one of the principal foundations of public trust.

The category of ceremonies and commemorations of national events demonstrates Pelindo Regional 1's commitment to supporting national values and reinforcing its identity as a state-owned enterprise. Publications concerning the commemoration of Indonesian Independence Day, Heroes' Day, Pancasila Sanctity Day, and other national occasions indicate that the company performs not only an economic function but also a role in promoting nationalist values among its employees. This communication strategy helps establish emotional closeness with society because the company demonstrates alignment with values that are respected by the public.

The category of visits by commissioners and directors reflects the supervisory, evaluative, and coordinative activities undertaken by the company's leadership. This type of content demonstrates that organizational decision-making is conducted through good corporate governance mechanisms. The publication of leadership visits not only shows management's attention to corporate operations but also reassures the public that the company continually supervises and improves the services it provides. Thus, such content strengthens perceptions of organizational accountability and transparency.

Meanwhile, the terminal services category places greater emphasis on communicating information concerning services provided to users at port terminals, including operational processes, available facilities, and improvements in service quality. This content possesses strategic value because it is directly related to the public's experience as service users. Information communicated consistently provides users with greater certainty regarding the services they receive while also demonstrating the company's commitment to improving service quality. From a public relations perspective, the transparent dissemination of service information constitutes a form of communication that can strengthen relationships between the organization and its publics and increase trust in the quality of corporate services.

Overall, the content classification results indicate that the digital communication strategy implemented by the Public Relations Division of Pelindo Regional 1 is not solely oriented toward information dissemination but is also directed toward building positive perceptions through transparency, professionalism, social responsibility, accountability, and closeness to society. The various categories of published content complement one another in constructing an organizational image that is open, responsive, and responsible. These findings demonstrate that Instagram content management constitutes a strategic public relations instrument for enhancing public trust in Pelindo Regional 1 Belawan.

Public Relations Strategies for Enhancing Public Trust through Instagram Content Management and Interaction with the Public

Following observations of Pelindo Regional 1's official Instagram content, the researcher conducted in-depth interviews with informants from the Public Relations Division of Pelindo Regional 1. These interviews aimed to obtain more comprehensive information regarding the communication strategies implemented by the company in managing social media, particularly Instagram, as a means of establishing relationships with the public and enhancing public trust. The interview data were used to reinforce the observational findings while also providing an understanding of the planning, implementation, and evaluation processes involved in the organization's digital communication activities.

The interviews were conducted using a semi-structured approach based on the principal research focuses, including Instagram content management strategies, forms of interaction between

public relations personnel and the public, reasons for using Instagram as a communication medium, strategies for building public trust, the management of public criticism and complaints, indicators of increased public trust, and challenges encountered in managing digital communication. This approach enabled the researcher to obtain a more comprehensive understanding of public relations practices at Pelindo Regional 1.

The interview findings indicate that the Public Relations Division of Pelindo Regional 1 has implemented a planned digital communication strategy through Instagram content management based on public information needs, corporate agendas, and issues developing within society. In addition to functioning as a medium for publishing information, Instagram is also used as a space for two-way communication through comments and direct messages, enabling the company to interact actively with the public. The informants further explained that all information published through Instagram undergoes a coordination process with the relevant work units to ensure the accuracy of the data before it is communicated to the public.

Furthermore, the interview findings demonstrate that efforts to build public trust are undertaken not only through the consistent delivery of information but also through the application of transparency, responsiveness, and accountability in every digital communication activity. The Public Relations Division regards public criticism and feedback as forms of public participation that must be addressed professionally through coordination with the relevant work units. Therefore, the communication strategy implemented is intended not only to increase the dissemination of corporate information but also to establish a relationship of mutual trust between the organization and its publics.

Table 2. Interview Results with Public Relations Informants at Pelindo Regional 1

Research Focus	Interview Findings
Instagram Content Management Strategy	Instagram content is prepared based on a content calendar that refers to the company's agenda, emerging issues, and the public's information needs. Content themes include port services, operational activities, Social and Environmental Responsibility programs, Occupational Safety and Health implementation, and national commemorative events.
Content Publication Process	Before publication, each piece of content is coordinated with the relevant work unit to ensure that the information communicated is accurate, factual, and accountable.
Reasons for Using Instagram	Instagram was selected because it has a large number of active users and provides features that support interactive communication, such as reels, live broadcasts, comments, and direct messages.
Forms of Public Relations Interaction	The Public Relations Division enables comments and direct messages as channels for two-way communication. Administrators routinely monitor and respond to public questions and feedback.
Handling Public Inquiries	General questions are answered directly by the administrator, while technical questions are first coordinated with the relevant work unit to ensure that the information provided is precise and accurate.
Role of Instagram Content	Instagram content is utilized as a medium for disseminating official information concerning services, operational activities, Social and Environmental Responsibility programs, awards, Occupational Safety and Health implementation, and corporate innovations to increase public information transparency.
Strategy for Building Public Trust	The Public Relations Division prioritizes transparency, consistency in publication, and the delivery of information that is accessible, comprehensible, and accountable to build public trust.
Handling Criticism and Complaints	Criticism is regarded as a form of public participation. The Public Relations Division analyzes the issue, coordinates with the relevant unit, and subsequently provides an objective, courteous, and solution-oriented response.
Indicators of Increased Public Trust	Increased public trust is indicated by a rise in positive comments, greater public engagement, increased use of Pelindo's official account as a source of information, and the predominance of positive media coverage.

Public Relations Strategy in Managing Instagram Content

Based on interviews with informants from the Public Relations Division of Pelindo Regional 1, Instagram content management is carried out through a systematic planning process. The informants explained that content is not prepared spontaneously; rather, its development begins with the

preparation of a content calendar based on the company's annual agenda, emerging issues, and the public's information needs. This planning process serves as a guideline for the public relations team in determining monthly publication themes, ensuring that information is communicated to the public in a focused and continuous manner.

The themes of the published content include port services, operational activities, Social and Environmental Responsibility programs, Occupational Safety and Health implementation, corporate performance achievements, and various national commemorative events. This diversity of themes indicates that Instagram is used not only as a medium for communicating operational information but also as a platform for building a positive corporate image. Through the presentation of diverse content, the public gains a broader understanding of the company's activities, thereby increasing awareness of the roles and responsibilities of Pelindo Regional 1.

The informants also explained that all publication materials undergo coordination with the relevant work units before being uploaded to social media. This process is intended to ensure that all published information corresponds with actual conditions and can be properly accounted for. According to the informants, information verification is particularly important because social media is currently saturated with information whose accuracy cannot always be guaranteed, thereby creating the potential for public misunderstanding. Therefore, the Public Relations Division positions information accuracy as one of the principal foundations of Instagram content management.

These findings reinforce the observational results, which indicate that most of Pelindo Regional 1's Instagram content is informative, educational, and documentary in nature. Content concerning port services, operational activities, Social and Environmental Responsibility programs, and Occupational Safety and Health implementation is published consistently, thereby forming a planned communication pattern. This consistency demonstrates that Instagram has become one of the principal media channels through which the Public Relations Division performs its organizational communication functions.

This strategy is consistent with the concept of public relations strategy, which positions communication planning, implementation, and evaluation as interconnected stages. Planned content management enables an organization to deliver information to the appropriate audience while maintaining the consistency of messages received by the public. In the context of this study, publication consistency constitutes one of the public relations strategies used to develop positive public perceptions of the company.

When examined through the perspective of Two-Way Communication Theory, the content management strategy is intended not only to disseminate information but also to serve as an initial step in establishing dialogue with the public. Relevant, accessible, and publicly oriented content encourages responses in the form of comments, questions, and other types of interaction. Accordingly, Instagram content functions as a communication bridge between the company and society.

Based on these findings, it can be understood that the public relations strategy for managing Instagram content is not limited to publication activities. Rather, it forms part of a broader communication strategy designed to promote information transparency, enhance organizational credibility, and strengthen public trust in Pelindo Regional 1.

Public Relations Interaction with the Public through Instagram

In addition to managing content in a planned manner, the interview findings indicate that the Public Relations Division of Pelindo Regional 1 utilizes Instagram as a medium for two-way communication with society. The informants explained that the company deliberately enables comment and direct-message features so that the public has a space to submit questions, suggestions, and criticism concerning the company. This policy demonstrates that Instagram is used not only as an information publication platform but also as a means of establishing closer relationships with the public.

In practice, social media administrators routinely monitor comments, direct messages, and various public responses to each post. General questions are answered directly by social media administrators, whereas questions requiring technical information are first coordinated with the relevant work units. This coordination process is carried out to ensure that every response provided to the public reflects actual conditions and does not generate misinformation.

Observations of Pelindo Regional 1's Instagram account also reveal relatively active interaction between the company and the public. Various posts receive responses in the form of comments, questions concerning services, and appreciation for the company's social programs. This situation indicates that Instagram has become a communication space that enables the direct exchange of information between the organization and its publics.

According to the informants, Instagram was selected as a communication platform because of the high number of active users in Indonesia and the availability of features that support interactive communication, including reels, live broadcasts, comments, and direct messages. These features enable the company to reach a wider audience while obtaining public feedback rapidly.

The findings demonstrate that the communication pattern implemented by the Public Relations Division of Pelindo Regional 1 reflects the principles of two-way communication. The company does not merely act as an information provider but also gives the public opportunities to express opinions, obtain answers to questions, and submit criticism regarding corporate services. This open communication constitutes an important factor in establishing harmonious relationships between the organization and its publics.

Therefore, interaction through Instagram not only improves the effectiveness of information dissemination but also strengthens the relationship between the company and society. The more intensive the interaction, the greater the possibility of developing public trust because members of the public feel heard, respected, and provided with access to the information they require.

Strategies for Enhancing Public Trust through Instagram

Based on the interview findings, the informants explained that the primary objective of Instagram management is not merely to publicize corporate activities but also to build public trust in Pelindo Regional 1. This objective is pursued through the delivery of consistent, accurate, transparent, and easily understood information. The informants emphasized that greater corporate openness in communicating information increases the likelihood of developing public trust.

One of the strategies implemented involves routinely publishing information concerning various corporate activities, including port services, operational activities, Social and Environmental Responsibility programs, Occupational Safety and Health implementation, corporate innovation, and organizational awards. These publications provide the public with opportunities to directly understand how the company performs its functions and responsibilities. Such information transparency constitutes an important element in developing positive perceptions of the company.

In addition to transparency, the Public Relations Division applies the principle of responsiveness in its communication with society. The informants explained that criticism and complaints are regarded as forms of public participation that must be respected. Therefore, each form of feedback is initially analyzed and subsequently coordinated with the relevant work unit so that the solution provided corresponds with the issue encountered. This approach demonstrates that the company seeks to establish communication that is not defensive but instead prioritizes dialogue, objective explanation, and professional problem resolution.

According to the informants, the effectiveness of this communication strategy can be observed through increased positive interaction on social media, a greater number of posts being reshared by users, higher engagement, and the growing use of Pelindo's official Instagram account as a trusted source of information. Furthermore, the reduction of misunderstandings caused by inaccurate information and the increase in positive media coverage concerning the company are also regarded as indicators that digital communication has contributed to the formation of public trust.

Discussion

The findings indicate that Instagram management at Pelindo Regional 1 has been positioned as part of a planned organizational communication process rather than merely as a routine publication activity. The preparation of a content calendar based on the company's agenda, emerging issues, and the public's information needs demonstrates an effort to institutionalize digital communication within public relations work mechanisms. Interpretatively, this planning functions as a message-control mechanism that prevents information from becoming fragmented and ensures that it consistently represents the company's identity. However, the strategic value of a content calendar lies not only in maintaining a regular publication schedule but also in its ability to reconcile organizational interests with public information needs. When publication agendas are dominated by ceremonial corporate interests, the resulting communication may remain organization-centered. Conversely, when content themes are developed around service issues, service-user needs, and matters of public concern, Instagram can function as an instrument for managing stakeholder relationships. This finding extends the results of Diniati et al. (2023), who identify editorial planning as one stage of organizational Instagram management, by demonstrating that content planning can also function as a form of communication governance that maintains continuity between corporate objectives and public expectations.

The diversity of content, including port services, operational activities, Occupational Safety and Health, Social and Environmental Responsibility, corporate achievements, leadership visits, and national commemorations, shows that the Public Relations Division of Pelindo Regional 1 seeks to build trust through multiple dimensions. Content related to services, operations, and occupational safety represents corporate competence and reliability because it demonstrates the organization's ability to perform its primary functions and manage operational risks. Social and Environmental Responsibility content projects the company's social concern, while publications concerning performance achievements and leadership activities seek to demonstrate accountability and organizational governance capacity. Thus, each content category does not merely communicate activities but also produces particular symbolic claims concerning the company's character. Nevertheless, publications dominated by corporate achievements and positive activities do not automatically generate public trust. Trust develops when such digital representations are consistent with the public's actual experience of corporate services. Labarca and Mujica (2022) emphasize that trust should be understood as a contextual variable influenced by stakeholder experiences and perceptions rather than merely as a direct consequence of communication intensity. Therefore, the effectiveness of Pelindo Regional 1's Instagram content depends on the consistency between messages concerning professionalism, social concern, and accountability and the service practices genuinely experienced by the public.

The process of coordinating and verifying information with relevant work units before publication is an important finding because it demonstrates that social media management also functions as a mechanism for controlling information credibility. In the context of a port company, inaccurate information concerning services, operational schedules, safety, or corporate activities may create public misunderstanding and affect organizational reputation. Verification, therefore, is not merely an administrative procedure but a form of communication risk management that connects public relations activities with the technical knowledge of operational units. This procedure enables the Public Relations Division to reduce the gap between organizational reality and the narratives communicated to the public. However, information accuracy must be distinguished from transparency. Information may be accurate without necessarily being transparent when an organization communicates only positive achievements and avoids explaining service problems, operational constraints, or complaint-resolution processes. Transparency capable of producing trust requires the organization to provide clear, relevant, and adequate information, including when such information is not entirely favorable to the company's image. The institutional trust framework demonstrates that reliability, openness, integrity, and the use of evidence-based information are strongly associated with trust in institutions (OECD, 2024). Thus, content verification serves as the foundation of credibility, while openness in explaining problems constitutes a prerequisite for transforming credibility into trust.

The use of comment sections and direct messages demonstrates that Pelindo Regional 1's Instagram account provides an infrastructure for two-way communication. General questions answered directly by administrators and technical questions coordinated with relevant work units reveal a differentiated response mechanism based on the complexity of the information requested. This practice is significant because it transforms Instagram from a corporate digital showcase into an information service contact point. When members of the public receive rapid, clear, and relevant responses, they do not merely obtain information but also directly experience the quality of the organization's communication. Nevertheless, the availability of comments and direct messages is insufficient to conclude that communication is fully dialogical or symmetrical. Kent and Taylor (2021) distinguish between the availability of technology for dialogue and the actual practice of dialogue. Genuine dialogue requires sustained engagement, a willingness to understand public perspectives, and the possibility that public input may influence organizational action. Therefore, the quality of Pelindo Regional 1's communication is determined not solely by the number of comments answered but also by the substance of responses, the speed of follow-up, and the ability of the Public Relations Division to translate digital conversations into organizational learning. Interaction acquires strategic value only when public feedback does not end with administrative replies but is forwarded to the responsible units and used to improve corporate communication and services.

The manner in which the Public Relations Division treats criticism and complaints as forms of public participation indicates a shift from defensive communication toward organizational listening practices. The process of analyzing complaints, coordinating with relevant units, and providing courteous and solution-oriented responses can be interpreted as an effort to maintain procedural fairness in the relationship between the organization and the public. For society, trust is determined not only by the company's success in preventing problems but also by how the company responds when

problems occur. Responses that explain the causes of problems, the stages of resolution, and subsequent follow-up signal that the organization is willing to assume responsibility for the services it manages. Conversely, responses that are general, normative, or merely redirect conversations to private messages may be perceived as attempts to suppress criticism without addressing the substantive issue. OECD (2024) demonstrates that the availability of clear service information, openness to public voice, and confidence that complaints will produce change are associated with increased institutional trust. Therefore, the responsiveness of Pelindo Regional 1 should be assessed not only through the existence of replies but also through the appropriateness of solutions, the certainty of follow-up, and the service improvements that result. From this perspective, public criticism is not a reputational threat but a source of information that can be used to improve the quality of the organization's relationship with society.

The findings concerning increases in positive comments, engagement, content resharing, the use of the official account as an information source, and the predominance of positive media coverage may be understood as indications of increased public attention and acceptance of Pelindo Regional 1's communication. However, these indicators cannot be treated as conclusive evidence that public trust has increased. Likes and positive comments indicate responses to content, whereas trust constitutes a deeper evaluation of organizational competence, integrity, reliability, and concern. Moreover, conclusions regarding increased trust in this study are primarily derived from observations of Instagram activities and the perspectives of public relations managers. Therefore, they are more appropriately positioned as interpretations of signs of trust rather than as evidence of a directly measured causal relationship. The principal contribution of this study lies in explaining that digital trust is built through a series of interconnected processes, including content planning, information verification, performance representation, the provision of participatory spaces, responses to complaints, and consistent follow-up. In contrast to studies that focus exclusively on post content or engagement levels, this study demonstrates that content and interaction are two elements that must function simultaneously. In the context of a state-owned port enterprise, Instagram ultimately functions as an institutional interface that brings together corporate narratives and public experiences; trust is established when both remain consistently aligned (Grunig, 2023; Labarca & Mujica, 2022).

4. CONCLUSION

Based on the findings, it can be concluded that the strategy implemented by the Public Relations Division of Pelindo Regional 1 to enhance public trust through Instagram does not depend solely on publication intensity. Rather, it is primarily determined by the integration of content planning, information accuracy, transparency, responsiveness, and follow-up on public feedback. Content management through an editorial calendar, verification processes involving relevant work units, and the presentation of information concerning port services, operational activities, occupational safety, social responsibility, and corporate achievements have constructed a professional and accountable representation of the organization. Meanwhile, the use of comment and direct-message features has expanded Instagram's function from a publication medium into an interactive space where members of the public can obtain information, submit inquiries, and express criticism and complaints. However, increases in positive comments, user engagement, and the use of the official account as an information source should be understood as indications of public acceptance rather than as conclusive evidence of increased trust. Public trust is established when messages communicated through social media are consistent with service quality and the public's actual experience of the company. Therefore, the principal contribution of this study is its demonstration that public trust in state-owned enterprises operating in the port sector is developed through the synergy of high-quality digital content, two-way communication, information credibility, and the organization's ability to transform public feedback into improvements in communication and service delivery.

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