

IndSight Dataverse

Government Institutions 2025

Building Public Trust:
More Adaptive, Participatory, and
Data-Driven Government Communication Strategies

The main challenge has shifted. Policy delivery alone is no longer enough.

- Government communication is entering a new era dominated by fast, critical, and segmented digital narrative movements.
- Public acceptance has slowed due to high skepticism and differing perceptions across generations.
- Broad development narratives often fail to generate a positive response without tangible evidence on the ground.

Key Questions:

Is Your Communication Strategy Building Real Trust, Not Just Promises?

What's Happening On Social Media?

The digital space is where the public assesses, responds to, and reshapes policy narratives in real time.



Social media conversations about
the Prabowo–Gibran administration reached

46,984,628

What issues and sentiments are forming
during 2025?

The majority of the public is still in the middle

The dynamic group is the largest audience segment—its opinions can change with issues, experiences, framing, and momentum.



18% Supporters

Trust is high and tends to view policies positively



63% Dynamic

Forming opinions based on emerging issues



19% Opposition

Critical, skeptical, and actively building counter-narratives

Preview: Details on the characteristics, behaviors, and response factors of each segment are available in the full report.

Building a Policy Communication Strategy Blueprint

Phase	Main Objectives	Most Effective Communicators	Key Public Activities	Primary Narrative Focus
Pre-Policy	Audience mapping, pre-conditioning, and narrative coordination	Academics (25%), Community Leaders (25%), Volunteers (25%)	Public discussions, FGDs, initial narrative tests (floating ideas)	Baseline data, policy urgency, and scientific evidence
Implementation				
Post-Policy				



Find Out in the Report!

So, how do we build public trust?

The data shows:

**Government communication must do more than inform.
It must be relevant, segmented, responsive, and consistent.**

In the full report, you'll find:

- ✓ Mapping public conversations & sentiment
- ✓ Audience and generational segmentation
- ✓ The role of platforms in the issue cycle
- ✓ Content & policy analysis
- ✓ Pre-/post-policy communication & crisis mitigation

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- ✓ **Pre-policy, post-policy, and crisis-mitigation communication strategies**