Resources and Quality of Social Media Content Influencing Trust in Government During the COVID-19 Pandemic in Thailand

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Abstract: The objectives of this research were to examine the influence of personal factors in the use of data sources on the quality of social media content on the impact of trust in government. The concepts and theories of Kumar, etc. were used in the content analysis and extraction of variables to create a collection tool. The data was collected from 328 people across the country via. Google forms during July 2021. The results of this research showed that the age group under 29 had a higher frequency of online media use than the age group 30 and over with the frequency of using traditional media. Personal factors classified by age group, monthly income and occupation had a statistically significant influence on the prediction of social media content quality. The predictive coefficients based on the $R^2 = 0.07$, 0.03 and 0.05, respectively.

INTRODUCTION

The growth of the internet and social media has caused government communication to people to change in the direction of Information Technology (ICT) more and more trust in government or distrust is based on information received by the people[1]. Government is an institution that is often affected by the trust of the people in crisis situations, especially in the areas of economy and public health[2].

In the situation of the global COVID-19 outbreak, since, early 2020, governments have to shut down the country and formulate policies or guidelines to prevent the spread of the virus. The success of virus protection depends on the implementation of governmental practices by the people, so, trust in government is an important topic that many scholars have studied to express their opinions about trust of the people in the government in many ways, for example, people who support government policies and regulations act with care or trust while people seek out truthful information and make reliable recommendations to the government or public[3]. As for the statistics of COVID-19 infections in Thailand since 2020, the number has reached 568,424 as of July 30, 2021, 4,562 deaths. People have been vaccinated, accounting for 5.2% of the 66,000,000 population[4]. The epidemic spreads throughout Bangkok, vaccine administration, whether it is Sinovac, Astra Zeneca. Including the management of additional vaccines in the government and the Ministry of Health. People are unable to obtain accurate information on the type, number of vaccines to be used in the country, the administration of Loxene is a direction that the government cannot control the people's hearts[5] while Duke University in the United States. It shows data that are estimated to produce >12 billion doses of vaccine worldwide, this is in line with the Airfinity analysis of vaccine manufacturing companies which reports that production will exceed

11 billion doses by 2021. Even the president of the Thai Chamber of Commerce has said that ensuring confidence in the population in the country such as vaccination is 70% or 50 million people in 2021 will help restore the economy within 100 days[6].

Besides that, the government's immunization administration also has a problem with public communication for cooperation with all parties[7]. Additionally, many scholars have expressed their views on tackling COVID-190 whether there is a problem with the communication process mandated by the government or government agencies, there is confusion in the information that often contradicts the World Health Organization (WHO). When will I get out of the COVID-19 crisis?[8]. However, government or politics is related to people's faith, especially government vaccine administration which is one of the important issues in building faith for the people[9]. In addition, the way of issuing orders by the government that views the people as a problem, thereby urging people to lose more faith in vaccine administration[10].

Therefore, the important problem in acknowledging the news about the COVID-19 situation In Thailand, people get information from traditional media such as television and radio that are broadcast on time by the Ministry of Health or the government. But modern social media such as Facebook, Twitter or YouTube, differ from traditional sources of information at all stages of modern society. Therefore, there is a difference in information and communication, creating different kinds of information[11] people distrust government information due to delays and changes in the content of practices including government orders[12].

Objective of the research: To study the influence of personal factors in the use of data sources on the quality of social media content on government trust.

Research methods
Research process: Designing a research tool that can collect data accurately in accordance with the actual situation in that society. It is necessary to have a thorough and careful operation. The researcher has defined the research steps as follows.

The process of observing the phenomenon: Asking questions and gathering ideas and theories to analyze data. It is a time when the researcher uses information and observes the movements of people in society relating to the administration of government, especially decisions on any matter related to the livelihood of citizens, then put it as a question to be used as a base for collecting concepts and theories that can be explained to make it easier to understand for defining the conceptual framework of this research.

Theoretical validity check procedure: It is the period when the researcher brings the conceptual framework including the conclusions obtained from the analysis and synthesis of the content in step 1, seek opinions from experts, then bringing the recommendations received to improve the conceptual framework and theoretical conclusions to be consistent with the situation.

Variable extraction procedure: It is the process in which the researcher takes the results from the content analysis to make observations about the selection of variables to be used to measure the data. In particular, the observation of consistent behavior from both theoretical conclusions and the behavior of the majority of people in receiving the media. This includes observing the qualitative characteristics of both traditional and online media content before being analyzed in accordance with any behavior that affects government trust. After checking the reliability and validity, the researcher then used the decision variables to create the research tool.

Process of creating research tools: It is a step in which the researcher takes the variables that have been chosen well. Ask for expert advice to verify the correctness once again as well as asking for opinions for improvements to be more accurate subsequently, the considered variables were drawn up into question and set of questions before checking for accuracy consistent with the research objectives and the completeness of the language expected by the informants to understand go in the same direction.

Procedures for testing the quality of research tools. It is a procedure where the draft questionnaire is used for experimentation with other samples of 5 times the variables to be used to test the structural validity and trials were carried out with 30 other samples for reliability testing before actually collecting the data.

The process of bringing research tools into Google forms to be used to collect information from volunteers to provide information across the country. By setting a period for data collection within July 2021 to be consistent with the situation of the COVID-19 epidemic, Phase 4 in which during this critical period, the willingness to provide information has the behavior of receiving both forms of media. How traditional and online are considered social media content quality levels?

How will both issues affect trust in the government? Researcher therefore need to use both Google forms to collect data carefully and in accordance with the voluntary circumstances of the informants.

The process of analyzing and concluding research results after the end of the data collection period. The researcher took the data obtained for statistical analysis and used the results to draw conclusions for further reporting of the research results.

Population refers to people who voluntarily provide information and are aged 17 years and over who live in Thailand during July 2021 and the exact number is unknown. This is due to the heavy and severe outbreak of COVID-19, resulting in a continuous increase in mortality that it is difficult to determine exactly how many people are currently collecting this data.

Sample size, because the population cannot be clearly identified. Therefore, it is difficult to determine how many sample sizes should be determined. Therefore, the researcher can only determine the confidence level must not be <95% and the error is not >5%. Therefore, the sample size for this research is 384 people.

Method for sampling to obtain the most normal distribution of data as well as obtaining information that is voluntary in providing real information. The researcher therefore took a simple random sample based on the principle of probability. Through the information provided via. Google form but must be in the period of July 2021 only.

Research instrument: To obtain research tools that can collect data according to the situation and the least inaccuracies in explaining the research phenomena suspected by the researcher. For this reason, the researcher has created and developed the following research tools.

The process of incorporating ideas and theories of Kumar *et al*.[13], Liaukonyte *et al*.[14], Seyyedamink and Tajrobehkar[15], Savolainene[16], Lewis and Weigert[17], Grimmelikhuijsen *et al*.[18] and OECD[19] analyzed the content and used the extracted results as variables for data collection.

Questionnaire drafting process. It is the process in which the researcher takes the extracted variables to create a question with the following components. The first part is 8 questions about the personal information of the informant.

The second part is divided into three sub-sections. Questions about Media exposure is an 8-item 7-level scale questionnaire divided into traditional media exposure and online media exposure 4 questions each because using a perception measure is better than using the Likert Scale's 5-level scale[20].

The questionnaire type of the 5-level gauge is divided into questions about 12 social media content quality, questions about accuracy and reliability current helpfulness and coverage and one 10-level gauge question asked about government trust. The third part is an open-ended question for respondents to provide additional opinions by writing the opinions in the blank space provided.

Procedures for verifying the correctness of language use for the respondents to answer the question or provide information, read each question and then understand that is consistent with the research objectives. Therefore, the researcher brought the developed questionnaire to the language experts to check the correctness and bring it for improvement until there will be more accurate language usage characteristics before trial.

Trial procedure to test questionnaire quality. It is a procedure that the researcher uses to experiment with other samples of 5 times the variable and then bring it back to test the construct validity (Construct validity) by setting the test criteria at a KMO value of not <0.80 including the weight of each question must not be <0.50 and have a statistically significant goodness of fit.

Besides that, the researchers also tested it with 30 other groups for reinstatement to test their confidence by setting the test criterion at alpha values of 0.80 and corrected items of 0.30 or more, it means that this questionnaire was reliable enough to be used to collect data.

The test results revealed that this questionnaire had equality of the equation between theoretical conclusions and empirical data with a statistically significant goodness of fit test value of 1.21 (0.035) and a KMO value not lower than the criterion, i.e., it was equal to 0.92. The weight of each factor was found that some items weigh <0.40 but have a test result of 0.39 which can be considered no difference. Therefore, it can be concluded that This questionnaire is structurally correct enough to be used to collect research data.

As for the confidence test, it was found that alpha 0.94 was corrected between 0.490-0.851 which was higher than the threshold of 0.30. Therefore, the questionnaire was considered confident enough to be used for data collection.

Due to the situation of the COVID-19 epidemic, round 4, this is more severe than the past, the researcher put the questionnaire in the Google form to collect data. Only the data collection is scheduled during July 2021. In addition, the researcher intends to collect data from volunteers to provide information and spread across the country. This is to obtain as much information as possible for all populations. However, this may be one of the limitations of this research. That is to say, the proportion of data collection in each region is not determined which may have different characteristics of the data may affect the answer that is inaccurate from the answers obtained in this research. Therefore, subsequent collections may be necessary to determine the proportion of data in each region in order to obtain the most normal distribution of data. However, this collection can be sent directly to the volunteers who volunteer to provide the information and can answer questions immediately. This is because the data is collected via electronic media, resulting in the respondents feeling comfortable without suspicion about the spread of the disease which may result in this research, the discrepancy is not normal or acceptable.

However, at the end of the data collection period, it was found that 85.41% of all 328 people answered all the questions which was considered the size of the data to be analyzed. Therefore, this research sample consisted of only 328 people.

To study the impact of personal factors on traditional and online media exposure. including the quality of the media content and the trust in the government. The researcher chose to use the statistics to test the difference of the mean and one way analysis of variance with multiple variables together in order to use the results of the feasibility test of the variance together to help predict the influence of media exposure different from online media exposure.

And to analyze the influence of the quality of traditional and online media content on forecasting levels of trust in the government. The researcher used statistical stepwise multiple regression to eliminate the need for some statistically insignificant predictor variables from the forecast equation. When finished, the researcher uses the forecast coefficient test results to create a forecast equation as well as to assemble the forecast form.

Literature review: The rapid transformation of information technology has resulted in the centralization of communication (Media Convergence) and people's participation in the activities of modern communication technology through the Internet in a digital atmosphere (Digital Sphere) such as social media in the form of Facebook, Twitter, or YouTube by reducing the role of traditional social media such as newspapers, radio and television. The importance of social media content, whether traditional or modern, However, governments often control the content and structure of the Internet through internet service providers, known as internet service providers by sifting through the content that is inappropriate and illegal in the form of autocratic or democratic[21].

Kumar et al.[13] describes content-based social media marketing using modern social media such as Facebook, Instagram or YouTube as a means of displaying content in order to consumers perceive information and drive behavioral responses. The content shown is therefore both information and content persuade[14, 15] concluded that social content marketing must be content that consists of adequate, reliability, availability, relevance, design, security and relationship. While quality of social media content must be useful, correct, specific, objective, value, factual, comprehensive, interesting, reliability, official and good variety[16].

In this study, marketing concepts and theories related to data sources and quality of social media content were applied to the concept of content presentation for advertising application of government or government agencies. The purpose of using social media content is to enable recipients to learn (Cognitive), accept (Affective) and express (Conative). In the study, the expression of the recipient or the public was referred to as trust, while Tomankova[22] concluded that trust was intentional (willingness) that lies between perceived trust recognition and behavior depend on positive perceptions and may form trust behavior. Consequently, perceived trust cannot be distinguished from satisfaction. In addition, Rousseau et al.[23] describes trust as a person's psychological state that consists of accepting difficult things to happen and their own expectations. It is an expression of positive expectations and an understanding of accepting difficult things for others. Consequently, perceived trust cannot be distinguished from satisfaction. In addition, Rousseau et al.[23] describes trust as a person's psychological state that consists of accepting difficult things to happen and their own expectations. It is an expression of positive expectations and an understanding of accepting difficult things to others, thus, accepting difficult things that are often influenced by the information received and the relationship of those with whom be trusted the trustee and the trust may conclude that the trust intends to take the troubles of the trustee in an emergency[17].

However, Lewis and Weigert[17] further concluded that the actions of the trustee create positive expectations of the trust and develop it into trust values. (Trustworthiness) The value of trust consists of the following components: efficacy refers to the ability of the trustee to take full responsibility, perceived benevolence refers to the perception of the trustee that the trustee will work according to the trust's preferences before the needs of the trustee and perceived integrity. Trust accepts the ethics of those who are trusted.

There are many studies of trust in government as well as personal trust, especially in democratic countries. It is in the United States. Trust is a positive psychological state of trust confidence of expectation (Expectation) related to the capacity (Capability), benevolence, integrity of an individual or organization[24] the organization of government has expressed its decision as well as its consequences because the decision is made to the people to trust in the government[18]. The OECD[19] points out that organizational trust and the capacity and value of information presented to the public can help people believe in the present and credibility of information (information reliable). In addition, people must be able to assess integrity, openness and fairness of the government as well.

MATERIALS AND METHODS

Conceptual framework: From the analysis of concepts and theories This allows the researcher to develop a new research conceptual framework as illustrated below.
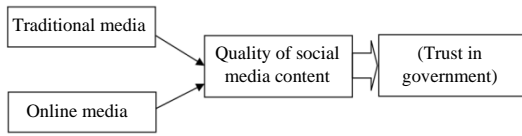
Fig. 1: Research conceptual framework

As Fig. 1, the variables used in traditional media research were newspapers, radio, television, friends/family and online media including Facebook, Mobile News, YouTube, Twitter[25]. The variables for social media content quality include: accuracy and reliability, up-to dateness, usefulness and coverage comprehensive[15, 16] and level of trust in government[19] which have shown the relationship between the above concepts as Fig. 1.

Hypothesis:
- H_1: Using traditional media with online media had a statistically significant difference at the 0.05 level classified by age
- H_2: Social media content quality had a statistically significant difference at the 0.05 level classified by age
- H_3: Social media and social media content quality had a statistically significant influence on government trust

RESULTS AND DISCUSSION

According to the research objectives that aim to study that whether and how individual factors in the use of data sources and the quality of social media content affect trust in government. The research results from the data analysis revealed that age group differences and the differences of income groups and different occupations had a statistically significant influence on social media content quality at the 0.05 level. In particular, age group differences were 99% likely to predict social media content quality at a coefficient of 0.07 (Sig. 000) or different occupations of the people will have different effects on the quality of social media content with a statistical significance of 0.004 and a prognosis of 0.05 with a probability of 91% as shown in Table 1.

Table 1 shows that Individual factors are classified by age group size of income and the nature of occupation can have a statistically significant effect on the quality level of social media content at 0.05 level, especially the influence of the age group with a 99% likelihood of transmitting impact on forecasting accuracy, coverage, usefulness and timely or the current state of the government's COVID-19 information disclosure that may lead to trust in the government or not next.

Figure 2 shows that incomes, age groups and occupations are different. They had a statistically
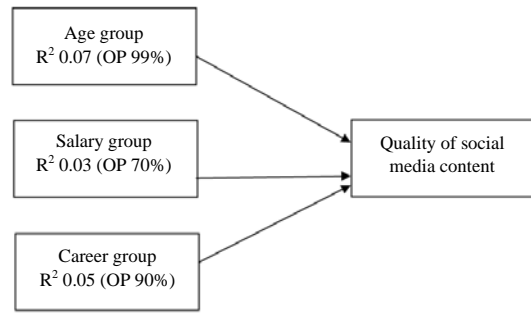

Fig. 2: Possibilities and Influence on Quality of Social Media Content (QSMC)

Table 1: Probability and influence of income occupation and age group (n = 328)

Independent	R^2	OP (%)	F-values	Sig.
Age	0.07	99	8.208	0.000*
Salary	0.03	70	2.489	0.043*
Career	0.05	91	3.514	0.004*

*$p<0.05$; Independent variable: Social Media Content Quality (Dependent: Quality of Social Media Content (QSMC))

significant influence on the prediction of the quality of social media content. In particular, different age groups had more influence and probabilities than the other two variables. Therefore, providing information about COVID-19, both about the pandemic preventive, remedial or conditional measures and immunizations can have a considerable effect on public trust in the administration and functioning of the government.

From the data analysis, the research found that the use of online media in the mobile news category had a statistically significant influence on the use of Twitter and YouTube in explaining the effect of social media content quality with a covariance of 3.154 (Sig. 000) and a predictive coefficient of R^2 at 0.05. However, the results showed that Twitter use was negatively influenced with a negative standard score of -0.17 (Sig. = 0.002) while Mobile News on YouTube had a positive standard score of 0.18 (Sig. = 0.001) and 0.12 (Sig. 033). Therefore, when brought into the predictive equation that:

$$\text{Social Media Content Quality (QSMC)} = 0.18$$
$$\text{Mobile News} + (-0.17) \text{Twitter} + 0.12 \text{ YouTube}$$

Therefore, the results of the research revealed that the use of online media such as Mobile News, Twitter and YouTube affects the quality of social media content. Particularly related to the COVID-19 pandemic of this population was statistically significant at 0.05 level. In particular, the use of Twitter among people under 29 years old was found to use Twitter as much as 62.2% while only 24.3% of the age group over 30 uses Twitter. Including if taken into account in conjunction with the

Table 2: Influence of traditional media on social media content quality (QSMC) (n = 328)

Independent	Beta	t-test	Sig	F-value	R^2
Constant	-	10.74	0.000*	34.71	0.17
Television	0.27	4.83	0.000*		
Radio	0.22	4.05	0.000*		

*p<0.05; Std 1.10, Durbin-Watson = 1.81

social media content quality rating. Further findings revealed that older people score more than younger people which means the definitions of the quality of social media content among different age groups differ both in terms of meaning and importance for their use in everyday life, for example focusing on the usefulness which was found that the younger group had a mean score of 2.43 while the older group had an average score of 3.14 or the mean coverage score for those under 29 was 2.37 while those aged 30 and over returned. Average score of 2.98 which is enough for confirmation of the effect of different influences of Twitter and YouTube usage on social media content quality forecasts of this study.

From the results of the data analysis, the results showed that the use of conventional media such as television and radio had a statistically significant influence on social media content quality level forecasts. The covariance analysis result was 34.71 (Sig. 000) and the predictive power at $R^2 = 0.17$ (Table 2).

Therefore, the results of the research revealed that the use of television and radio continues to influence the quality of social media content. The group of friends and family with newspapers disappearing from this forecasting equation because access to newspapers in modern times may be more difficult and the frequency of using the same media for friends and family is at a high level among all demographic groups and it's possible that the lowest and highest average scores could be lost from the forecast.

In fact, it is very likely that most people will focus on reading newspapers. Especially in relation to providing information on the spread of COVID-19 that has spread throughout the country, newspapers can report truthful information in all areas except local newspapers and even in the booming era of online society, newspapers may be removed from the normal way of life of people. In the case of a group of friends and family according to the facts found in society although it still plays an important role in the adjustment of attitudes and behavior in the old society. But back in the modern society, it may be only hope because the influence of new media has a greater effect on the way of thinking and daily life of younger people. Older people, especially friends and family, were found to be less frequent in using media from this group, with only 32.7% and decline with age which means the influence of friends and family may not be a medium for this century who are more focused on finding the truth

about themselves than the previous generation. However, when the influence of the two variables is brought into the forecasting equation, it can be seen that:

$$\text{Social Media Content Quality (QSMC)} = 0.27$$
$$\text{Television (Television)} + .022 \text{ Radio (Radio)}$$

or summarize the research findings that the use of traditional television and radio media also had a statistically significant effect on the quality of social media content at the 0.05 level.

From the analysis of research data, it was found that comprehensiveness vs. Accuracy and Reliability had a statistically significant co-influence on the forecast of government trust at the 0.05 level with a predictive coefficient of $R^2 = 0.54$ and a test result of variance of 334.31 (Sig. 000) can be used to create forecasting equations that:

$$\text{Trust in Government} = 0.43$$
$$\text{Coverage(Comprehensives)} + 0.33$$

Accuracy and reliability which means people want to get accurate and reliable information about the spread of this COVID-19 pandemic. It also requires comprehensive information about the operations of each party involved. Including the management of vaccines that are understandable to the public with the practice of presenting information of government agencies and most importantly, information to prevent this COVID-19 pandemic.

Therefore, it can be clearly concluded that the results of this study revealed that people have put their trust in government when it comes to the quality of social media content regarding the COVID-19 pandemic. This consists of two cases: providing comprehensive information and providing accurate information must be reliable which when looking back at the previous research results. It can be seen that it is related to the use of traditional media and online media. In particular, providing information through television and radio media as well as information that people receive through Mobile News, Twitter and YouTube, all of which affect their trust in the government. There are also reasons related to age, group, monthly income and occupations all of which have been shown to have an indirect effect as Fig. 3.

From the illustration showing the data analysis results found that there are two important cases of trust in the government when it comes to providing information and news about the COVID-19 pandemic. Coverage of information at government agencies or the government presented through both traditional and online media including the accuracy and reliability of information about the disease prevention to the measures and vaccination for people which was found to be divided into two groups of
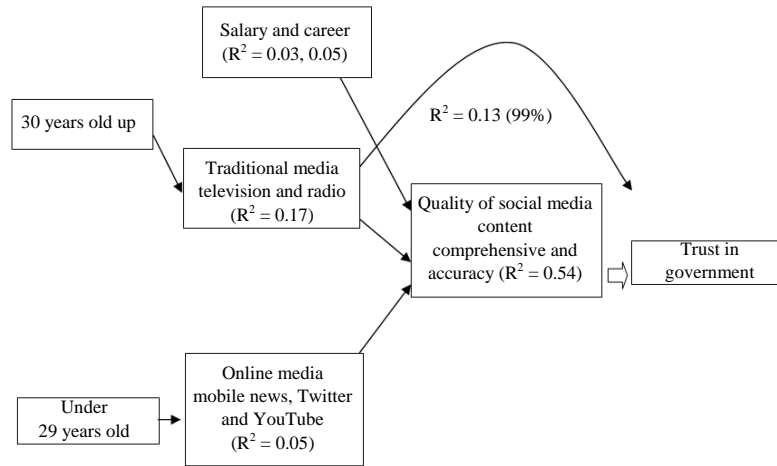
Fig. 3: Influence of factors affecting trust in government

different ages. The age group is under 29 years and down with the age group over 30 years who have different attitudes and behaviors in using media. Under the age of 29, the use of online media such as Mobile news, Twitter and YouTube related to receiving COVID-19 information, while those over 30 years of age are following COVID-19 information through television and radio which influence the quality of social media content had a statistically significant impact on government trust at 0.05, with a 99% probability predicted at $R^2 = 0.13$.

However, the research found that people under 29 are more likely to use Twitter than those over 30 who are more frequent with traditional media such as radio and television. However, both media use affects the quality of social media content. In particular, television and radio use had a predictive coefficient of up to 0.54 based on R^2, while online media use showed a synergistic predictive influence at R^2 0.05, possibly due to the negative effect of Twitter use.

However, the research found that the ability of social media content quality components to significantly influence the level of trust in governments predicted by people. Stats at 0.05 level include: coverage of content and information by governments, government agencies or even commissioning the media to bring it out to the public. Including the predictive power of the accuracy and reliability of information and news throughout the epidemic. precautionary measures until the vaccination of the people.

CONCLUSION

Therefore, the research results can be concluded that Individual factors classified by age group monthly income and occupation has a synergistic effect on the quality of social media content from the use of both traditional and online media affects forecasting the level of trust in the government is less statistically significant at the 0.05 level.

From the hypothesis testing results found that the use of online media in the two groups under the age of 29 and over 30 years of age, the use of Facebook, Mobile News and YouTube had no significantly different from statistically. But the two groups used Twitter statistically differently at 0.05 with a test result of 3.722, significant at 0.000. The under 29 used Twitter >30+ age group and the results found that different age groups had statistically significant differences in the use of traditional media at the 0.05 level, television and radio categories with test results of -2.548 (Sig.= 0.012) and -2.052 (Sig. = 0.041) use of media types group of friends and family more than any other media.

Therefore, it is concluded that the results accepted hypothesis 1 that the use of traditional media, in the case of television and radio and online media differed statistically at the 0.05 level for Twitter, classified by age.

As for the second hypothesis testing, the results showed that the quality of social media content had a statistically significant difference at the 0.05 level, classified by age with the following differences:

Social Media Content Quality and Elements, the mean difference had statistically significant at the 0.05 level, categorized by the age group under 29 years and down with the age group over 30 years, with the main variable test result being -4.274 (Sig. = 0.000) and the usefulness component had the greatest test value of -4.384 (Sig. 000). In addition, the currentness component had a test result of -4.296 (Sig. = 0.000) and the accuracy test result was -3.912 (Sig. = 0.000) and the lowest coverage test result was -3.682 (Sig. = 0.000). This is true according to the hypothesis 2.

The hypothesis 3 testing found that social media and social media content quality had a statistically significant influence on government trust. Traditional media comprised of television, radio had influence at $R^2 = 17$ (Sig. = 0.000) while online media consisted of Mobile News, Twitter and YouTube had influence at $R^2 = 0.05$ (Sig. = 0.000) while social media content quality consisted of coverage, correct and reliable, influence at $R^2 = 0.54$ (Sig. = 0.000). In conclusion, the test result of hypothesis 3 is true.

From the important findings of this research found that Individual factors classified by age group monthly income and occupation had a synergistic effect on the quality of social media content from the use of both traditional and online media affects forecasting the level of trust in the government is less statistically significant at the 0.05 level, especially the influence on content coverage with the accuracy and reliability of the COVID-19 pandemic information that is currently spreading severely during this period. This makes it necessary to develop the following key points.

The use of traditional media, such as radio and television, is still sufficient to influence the consumption of information and news among the elderly who lack both skills and flexibility in using digital media or social media but still have behavior in using the traditional media are frequent. For this reason, the development of traditional media needs to focus on presenting information that is of interest to the media users at that time and chooses to present information that meets the needs of media users or the public as Sap-In[26] that has clearly concluded that the presentation of any information and news through the media of radio and television, in addition to having a clear aim to adjust concepts and behaviors must also focus on presenting information that meets the needs of those media users which means focus on presenting information and any news of government agencies, especially the news of the COVID-19 epidemic during this period. In addition to providing accurate information must also provide information in a manner that is consistent with the needs of the people in each area which has different needs, such as the need for field hospitals or wanting to have a car service to take you home to go into quarantine or get medical treatment at home with family and for this reason, the development of traditional media, both radio and television, is still effective for older people. Especially those who are over 30 years old and still use both types of media frequently as before.

The use of online media such as Mobile News, Twitter and YouTube for people under the age of 29 who still use this type of media to keep track of important information and related to their daily life. Especially the information about the COVID-19 epidemic that has destroyed confidence in everyday life that are often easily found from such media types that often provides both negative and positive information, for example providing information about the deaths from this pandemic in the streets which tends to not receive good care and attention from government agencies also found Information about the performance of government agencies is provided in a discriminatory manner and may affect trust in management or providing public health services by government agencies. It is undeniable that this type of online information consumption has passed through the process of screening properly and with sufficient accuracy to enhance the credibility of government administration both in terms of policy and take action as the OECD[19] research shows, organizational trust and the capacity and value of information presented to the public will help people to believe in the present and the likelihood of public trust. In addition, people must be able to assess integrity, openness and fairness of the government as well.

In addition, the research by Lee[27] states that people in South Korea use online official resources with no significant correlation with trust in government but use of non-owned online resources. The government had a slight indirect effect on trust in government and further concluded that people using online government resources such as television or radio were positively correlated with government trust and people using non-government resources online had no significant correlation with government trust. The key is to use Twitter as a medium to get the right understanding between providing information and the credibility of government operations. Those who are directly responsible for public health care, especially to educate with advice on how to behave during this epidemic crisis.

The accuracy and reliability of the information or entrusted to the media especially related to content showing about the COVID-19 outbreak shown the scope the details of the various operations are clear to all operating departments with the content on the management of epidemic vaccines, it makes people understand vaccination and the policies and practices presented by the media of government agencies cover the pandemic prevention well causing widespread cooperation in disease prevention and it is still considered a creative use of media is to use the media to create the correct values back to the society which is considered an important foundation that, in addition to leading to the development of strong health for the people. It is still considered to be used primarily for the development of the country for continued stability. This depends on the accuracy and reliability of the information. In this regard, Lewis and Weigert[17] concluded that the actions of the trustee create positive expectations of the trust and develop it into trust values. (Trustworthiness) the value of trust consists of the following components: efficacy, the ability of the trustee to carry out his/her

responsibility to the fullest extent; being generous (Perceived Benevolence) refers to the trust's perception that the trustee will act according to the trust's preferences before the trust's needs and the perceived integrity. Therefore, trust is achieved when it is based on the accuracy and integrity of the informant. However, a Suan Dusit Poll report found that 65.30% of people trust information from a doctor's office and 74.61. % of people who receive information from the government are confused about the information due to delayed data received and data change[28].

Coverage in presenting information from government agencies or the state has entrusted to provide information, especially government agencies have shown information about the spread of COVID-19. Trusted social media with government agencies showing information about vaccine administration to prevent the spread of COVID-19, the right social media and government agencies have shown information about the spread of COVID-19 clearly such as details, practices, methods of prevention. It is necessary to go through a process of awareness and then to make a decision to determine the safest option for one's health care. especially the measures and security for everyone involved including the decision to use the service of the agency or organization of the people, such as deciding to choose an institution for the education of children and youth or the decision to purchase goods and services from agencies that have surveillance and security systems against the COVID-19 pandemic during this period[29] or as in the case of benefit from the information that people received during the COVID-19 pandemic that passed on the development of both the media and the benefits from the content or the essence from the media that helped the people to be aware of and stay awake to the problem of the spread of this disease, in addition to those involved need to produce and develop media that is easily accessible to the people of all age groups which often take advantage of the traditional mixed media including television media and online media In addition, related parties which may refer to the government assigned bodies to personnel, officers responsible for disseminating information about COVID-19, must be aware of the benefits that citizens derive from published information as evidenced by the work's findings. In this research, it was found that the public sample benefitted from relatively little data. There is also a relationship in the opposite direction to the use of online media. Especially using Twitter to track information that should benefit all groups of people and thereby improving content coverage and essential essentials: the production of essentials that people should receive; that means benefits such as setting exact dates and times for vaccinationsor a channel to request access to the service when found I am sick or even access to infection testing sites because the essence that leads to health care and saving one's own life during a crisis is a benefit that people rely on according to their rights. In addition, develop a media that is easily accessible. There is no complexity or difficulty beyond the capabilities of the people especially in the elderly or the general public. This is to enable people to have good information on how to take care of their health during this severe epidemic crisis.

Therefore, it can be concluded that improving the quality of both traditional and online social media content government and related agencies such as the Center for Epidemic Situation Administration or government media sources should focus on the production and development of media to be comprehensive in providing information as well as presenting information that is accurate and reliable It should produce and develop all kinds of television, radio and online media.

SUGGESTION

This research collected data for a short period of time. In addition, the sample group may not be classified in the study according to different COVID-19 pandemic areas according to the measures to control the pandemic of the state. This may affect the limitations of doing this research and hence, it is possible that the data collection is distributed among different control regions may show clearly different results from this research, therefore, to get real benefits, it may be necessary to conduct research that collects more information in a more comprehensive manner than this research.

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