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THE INFLUENCE OF CONTENT ORIGIN ON TRUST AND ENGAGEMENT: A COMPARATIVE STUDY OF AI-GENERATED AND HUMAN-GENERATED CONTENT FOR INDONESIAN COMMUNICATION AND INFORMATION INDUSTRY

Abstrak

Penelitian ini menyelidiki perbedaan dampak dari konten teks media sosial yang dibuat oleh AI dan yang dibuat oleh manusia terhadap kepercayaan konsumen dan keterlibatan merek dalam industri komunikasi dan informasi di Indonesia. Dengan menggunakan metode kuantitatif, kami menganalisis tanggapan dari 240 partisipan, menilai reaksi mereka terhadap asal konten dalam hal dimensi kepercayaan-kompetensi, integritas, dan kebaikan-dan dimensi keterlibatan-proses kognitif, afeksi, dan aktivasi. Hasil penelitian menunjukkan perbedaan yang signifikan dalam tingkat kepercayaan dan keterlibatan antara konten yang dibuat oleh AI dan konten yang dibuat oleh manusia, dengan konten manusia secara konsisten dinilai lebih tinggi dalam metrik kepercayaan dan keterlibatan. Hal ini menggarisbawahi peran penting dari keaslian yang dirasakan dan sentuhan pribadi dalam efektivitas konten. Selain itu, temuan kami menyoroti potensi AI untuk mendukung tetapi tidak menggantikan upaya manusia dalam pembuatan konten, menyarankan model hibrida untuk keterlibatan konsumen yang optimal. Studi ini berkontribusi pada wacana yang berkembang tentang peran AI dalam pemasaran, memberikan wawasan yang dapat ditindaklanjuti untuk memanfaatkan teknologi guna meningkatkan strategi merek di era digital.

Kata Kunci: Konten Yang Dihasilkan AI, Keterlibatan Merek, Kepercayaan Pelanggan, Konten Yang Dihasilkan Manusia, Konten Teks Media Sosial.

Abstract

This study investigates the differential impact of AI-generated and human-generated social media text content on consumer trust and brand engagement within the Indonesian communication and information industry. Employing quantitative methods, we analyzed responses from 240 participants, assessing their reactions to content origin in terms of trust dimensions—competence, integrity, and benevolence—and engagement dimensions—cognitive processing, affection, and activation. Results indicate significant differences in trust and engagement levels between AI-generated and human-generated content, with human content consistently rated higher in trust and engagement metrics. This underscores the critical role of perceived authenticity and personal touch in content effectiveness. Additionally, our findings highlight the potential of AI to support but not replace human efforts in content creation, suggesting a hybrid model for optimal consumer engagement. The study contributes to the evolving discourse on AI's role in marketing, providing actionable insights for leveraging technology to enhance brand strategies in the digital era.

Keywords: AI-Generated Content, Brand Engagement, Customer Trust, Human-Generated Content, Social Media Text Content.

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INTRODUCTION

Artificial Intelligence (AI) is very commonly used today. Following the development of the times, there are also service providers that provide access to be able to feel the sophistication of AI, which is commonly called Generative Artificial Intelligence (GAI). GAI itself is a system that has intelligence that can create new content from text, images, or other forms of media (Susarla et al., 2023). Found that as an example of GAI, ChatGPT produced by OpenAI has been recognized to help increase productivity and is felt to provide many significant benefits in the banking, hospitality and tourism industries, as well as information technology, and improve business activities, such as management and marketing (Dwivedi, Kshetri, et al., 2023). If we look from the business side, we can see the various potentials that can be done from the use of this GAI where all parts of the organization can be helped by it (Dwivedi, Pandey, et al., 2023). The potential of using GAI to complete marketing work is not only from effectiveness and productivity but also being able to reduce company expenses. McKinsey & Company said that the use of GAI has the potential to reduce marketing spending by around 5-15% (McKinsey & Company, 2023).

Content creation from marketing becomes one of the benchmarks in showing the company's visibility, to find markets, to find the needs of the audience, and finally to be able to analyse the market (Hall, 2023). These uses are finally optimized by GAI in its creation so that it makes it easier for marketers to create content. An experiment was conducted to find the benefits that marketers can get from using GAI like ChatGPT and the results ChatGPT can help automate content creation, improve content quality, increase content variety, and personalize content (Davenport & Mittal, 2022). Reported in research conducted with marketers, many feel that GAI lacks the value of creativity and contextual knowledge so that it can be an obstacle to its potential use in the workplace, but this also supports previous statements that GAI must be given human intervention in order to effectively help complete marketers' tasks (Davenport & Mittal, 2022; Salesforce, 2023). Found in research conducted by The Conference Board, 82% of marketers feel that they will increase productivity by using GAI for their work (The Conference Board, 2023).

Survey by America's Census Bureau shows that company is starting to use GAI even though it is still a small number of firm that use GAI for their operational (The Economist, 2024). That survey stated that information industry is using GAI much more than other industry with 17% of total firms that included in that survey (The Economist, 2024). In Indonesia itself information and communication is categorized in one industry managed under the Ministry of Communication and Information. Based on the media used, this is divided into print, broadcast and cyber media. The media that published and seen by customer can be effectively created using GAI (Kshetri et al., 2023).

Based on data from WritenBuddy, Indonesia is the third largest country in the world users AI-based applications or GAI after the US and India in 2023 (Sarkar, n.d.). It said that Indonesia in from September 2022 until August 2024 that using GAI tools around 1.4 billion users. This was supported by the data stated, it said that in 2023 there is 22,1% increase in use of GAI in Indonesia and mostly it is used by the information and communication sector, financial services and insurance, and government and defence (Vedhitya, 2023). After that we found that Indonesian people is really interest by what they found in internet or online. As for the content they see online, people tend to easily trust what they see in there (Adiwaluyo, 2017). It can be good or bad, Indonesian people tend to use something that makes their live easier than focusing on the risk they might get while doing connected lifestyle that has made consumers in other countries sceptical of how companies use their personal data (Adiwaluyo, 2017).

If we see about content creation, content writing plays a crucial role in every industry by providing engaging and informative material that promotes brands, products, and services to target audiences (Forsey, 2024). The efficacy of social media postings predominantly reliant on textual elements is contingent upon the nature of the content they integrate. Textual components play a pivotal role in navigating the extensive array of content encountered by audiences across social media platforms on a daily basis (Zhao et al., 2022). "Social Media Text," denoting content comprised solely of textual elements, constitutes a prominent feature across various

social media platforms, facilitating user engagement through textual posts, comments, and messages (Kommineni et al., 2023). Such content serves as a vital medium for expressing diverse viewpoints, disseminating information, and participating in interactive discussions among users. The readability and the length of social media text significantly influences user engagement (Gkikas et al., 2022). Posts that are easy to read tend to attract more interactions (Gkikas et al., 2022).

TvOne has pioneered the use of AI in content creation through the establishment of an Instagram account, tvone.ai, specifically dedicated to showcasing video content narrated by AI-generated presenters (tvone.ai, n.d.). This content was then covered by the folkative Instagram account, various responses were shown by netizens who had seen the content (folkative, 2023). On the other hand there is IDN Media, a major Indonesia news platform with their new product using AI (Lau, 2024). Initiated in December 2023, led to a notable 12.5% increase in engagement time and a staggering 244.8% boost in advertising impressions over a six-month period, underscoring the potent impact of AI on content efficiency and audience retention (Lau, 2024).

If we look at the social media content that we have discussed above, one of the things that we can highlight here is the use of AI in social media, namely about the trust of social media users. Calefato et al. (2014), highlights two main types of trust: cognitive, relating to a company's competence and reliability, and affective, concerning emotional bonds. Social media platforms are found to significantly enhance affective trust by facilitating more personalized, benevolent interactions that resonate on an emotional level with customers (Calefato et al., 2014). This form of engagement helps companies appear more caring and attentive to customer needs, thereby fostering deeper trust and loyalty. In this research we see some news company that try to increase it performance with using AI and has different response in resulting the customer trust on their social media. Based on this findings this research is focusing on searching the potential of AI and human in generating content especially in social media text content that affecting customer trust for building customer engagement in Indonesia news companies.

METHOD

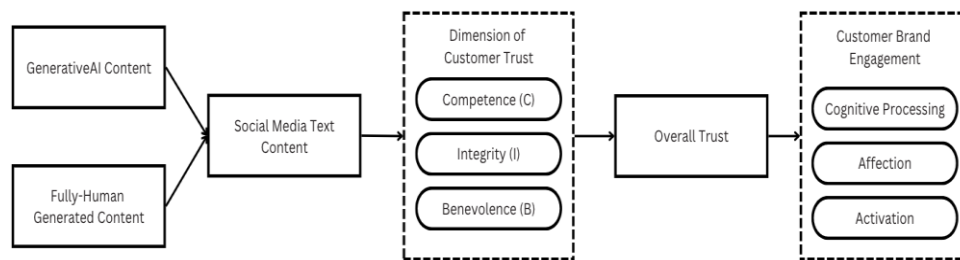


Figure 1 Conceptual Framework

The conceptual framework aims to explore the impact of different types of social media text content specifically AI-generated content versus fully human-generated content on customer trust and customer brand engagement. The framework examines how these content types influence customer trust, which is broken down into three primary dimensions: competence, integrity, and benevolence. These dimensions collectively form overall trust, an aggregate measure that impacts subsequent customer engagement, which is conceptualized through three dimensions: cognitive processing, affection, and activation. The framework proposes that the origin of social media text content directly influences the dimensions of customer trust, forming overall trust that enhances cognitive processing, affection, and activation, thereby increasing engagement.

In addition, it is felt that trust alone is not enough to be able to improve the quality of the company to assess the content it produces. So it is also formulated to see the correlation from

customer trust to consumer brand engagement. The following are some of the hypothesis formulations obtained:

Main Hypothesis

H1: There is a significant difference in the level of customer trust between social media text content generated by humans and content generated by AI.

Hypotheses Based on Dimensions of Customer Trust:

H2: Human-generated social media text content has a higher level of competence compared to AI-generated content.

H3: Human-generated social media text content has a higher level of integrity compared to AI-generated content.

H4: Human-generated social media text content has a higher level of benevolence compared to AI-generated content.

Hypothesis on Overall Trust:

H5: The dimensions of customer trust (competence, integrity, and benevolence) have a positive influence on customers' overall trust.

H6: Customers' overall trust in social media text content has a positive influence on customers' brand engagement.

Hypotheses Based on Brand Engagement:

H7: Customer overall trust has a positive influence on cognitive processes in customer brand engagement.

H8: Customer overall trust has a positive influence on affection in customer brand engagement.

H9: Customer overall trust has a positive influence on activation in customer brand engagement.

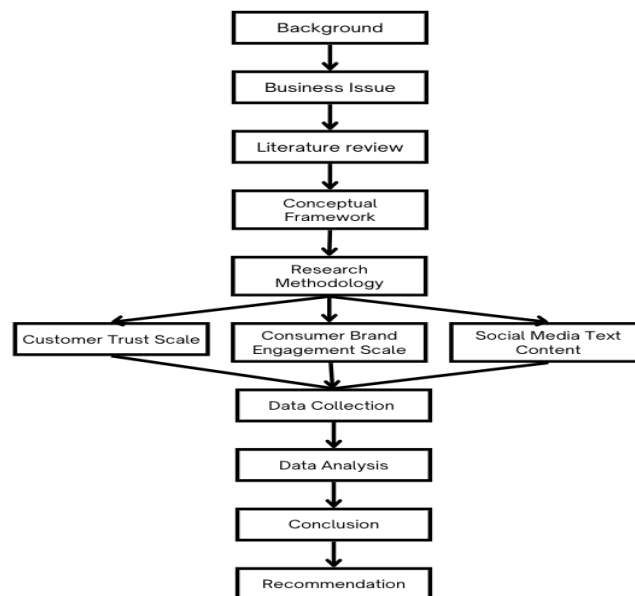


Figure 2 Research Design

This research is begun with the background stage, which involves understanding the phenomenon of the use AI in business set up and continue to applying the use of GAI in works specially in marketing. From that we can identify some of business issue that communication and information industry in Indonesia facing the digital era. Following the identification of the business issue, the literature review is conducted. This involves an in-depth examination of existing research and theoretical frameworks related to the topic. This conceptual framework is outlining the key concept, variables, and relationship that the research will investigate. Next, the research methodology is determined.

This stage involves selecting appropriate research design, data collection methods, data analysis methods. The methodology is the applied to gather data from three main sources: the adaptation Customer Trust Scale (Oliveira et al., 2017), the adaptation of Customer Brand Engagement (Hollebeek et al., 2014), and Social Media Text Content that following the standard to engaging customer (Gkikas et al., 2022). Once the data collected, it undergoes data analysis. This stage involves processing and interpreting the data to identify the patterns, relationships, and trends. Finally, based on the conclusions drawn, the research makes recommendations. There are actionable suggestions that address the business issue and provide strategic insight for decision-makers. The recommendations aim to improve practices, solve problems, or capitalize on opportunities identified during the research.

Data Collection Method

The primary data from this research is collected through questionnaire from the Customer Trust Scale, Customer Brand Engagement Scale and using two social media text content that generated by copywriter and ChatGPT to be used as a stimulus and compared within the questionnaire. The questionnaire will be distribute using simple random sampling. The respondents are from the population that related to the research goals.

Data Analysis Method

This research is applied research that have a purpose to solve the issue that appear in digital era in information and communication industry in Indonesia spesificly in the usability of GAI in creating content for social media and the output for this research is to understand the condition of market about social media text content that comparing the content created fully by human and content created by GAI. Applied research, as used in market research, is the real use of research methods to address problems and provide quantifiable outcomes (Malhotra, 2020). Data from this research will be quantitative method and will be processed with IBM SPSS software. This research will analyze the descriptive analysis, comparative analysis, correlation analysis, regression analysis, cluster analysis, and hypothesis test. According to study, the population's size and scope are determined by the study's objectives and issues. Populations in research are made up of subsets of the population and their characteristics, and they are characterized by the unit of analysis (Casteel & Bridier, 2021). Based on the table that showing the kinds of marketing research, this research is identified as problem-solving research and the minimum size of the respondents are 200 respondents (Malhotra, 2020).

Validity Test

This validity calculation was carried out with IBM SPSS software and used the pearson correlation test calculation. This validity calculation uses 31 respondents to get the validity value so that an overview is obtained as below. The critical value from the T-Table corresponding to 29 degrees of freedom and an alpha level of 0.05 is 2.045. This value serves as a benchmark for determining the statistical significance of the correlation coefficients. Additionally, the R-Table value of 0.355 is used as a threshold for assessing the validity of each item in the measurement instrument.

Table 1 Customer Trust Validity Result

Variable	Dimension	Item	R Count	R Table	Description
Customer Trust (CT)	Competence (CTC)	CTC1	0.946	0.355	Valid
		CTC2	0.943		Valid
	Integrity (CTI)	CTI1	0.787		Valid
		CTI2	0.847		Valid
		CTI3	0.719		Valid
		CTI4	0.736		Valid
		CTI5	0.834		Valid
		CTI6	0.770		Valid
	Benevolence (CTB)	CTB1	0.923		Valid
		CTB2	0.922		Valid
Overall	CTO1	0.752	Valid		

Variable	Dimension	Item	R Count	R Table	Description
	Trust (CTO)	CTO2	0.704		Valid
		CTO3	0.807		Valid
		CTO4	0.752		Valid

Table 2 Consumer Brand Engagement Validity Result

Variable	Dimension	Item	R Count	R Table	Description
Customer Brand Engagement (CBE)	Cognitif Processing (CBEC)	CBEC1	0.821	0.355	Valid
		CBEC2	0.865		Valid
		CBEC3	0.822		Valid
	Affection (CBEF)	CBEF1	0.912		Valid
		CBEF2	0.852		Valid
		CBEF3	0.796		Valid
		CBEF4	0.676		Valid
	Activation (CBEA)	CBEA1	0.879		Valid
		CBEA2	0.821		Valid
		CBEA3	0.907		Valid

Reliability Test

In this research, reliability testing was conducted using IBM SPSS to ensure that the scales for customer trust and customer brand engagement consistently measure these constructs across different items and respondents. Cronbach's alpha is commonly used to assess the reliability of psychological measures, with a threshold of at least 0.70 often considered acceptable (Hussey et al., 2023; Kilic, 2016).

Table 2 Reliability Result

Variable	Cronbach's alpha (α)	Benchmark	Description
Customer Trust (CT)	0.949	≥0.70	Reliable
Customer Brand Engagement (CBE)	0.912		Reliable

RESULT AND DISCUSSION

This chapter presents and discusses the findings related to the impact of human and AI-driven content creation on the information and communication industry, with a particular focus on customer trust and brand engagement. By analyzing the questionnaire result from customer trust and customer brand engagement measurement instrument, this section aims to provide a comprehensive understanding of the effectiveness of human content and AI-driven content in building and maintaining customer trust and enhancing brand engagement.

Data Analysis

Descriptive Analysis

Human or AI Content

This section focuses on respondents' perceptions and preferences concerning content generated by humans versus AI. With the increasing integration of AI in content creation, it is vital to understand how users distinguish between and react to different types of content. These results suggest that a significant portion of respondents (57.5%) misidentified the human-generated content as being created by AI. This indicates a challenge in distinguishing between AI-generated and human-generated content, with more respondents believing that human content was AI-generated.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	240.000 ^a	1	<.001		
Continuity Correction ^b	235.925	1	<.001		
Likelihood Ratio	327.290	1	<.001		
Fisher's Exact Test				<.001	<.001
N of Valid Cases	240				

Figure 3 Chi-Square Analysis

This finding implies that respondents' ability to correctly identify AI-generated content is not due to chance and that there are underlying factors influencing their perceptions and identifications. This finding implies that respondents' ability to correctly identify AI-generated content is not due to chance and that there are underlying factors influencing their perceptions and identifications. This could be related to the characteristics of the content, the respondents' familiarity with AI-generated content, or other cognitive biases.

Customer Trust & Brand Engagement

The methodology used in this subchapter is to analyze the distribution of preferences of all respondents by looking at the average of the total score of each dimension that has been grouped first. The grouping carried out is that respondents with a score of 1-2.99 will enter the Content A group or what will be described next in the table with new value 1. for the next group, namely the Content B group, is a score of 3.01-5 with new value 2. and for the last group with an average score of 3, it is put into the Neutral group with new value 3. The relationship between various dimensions of customer trust (Competence, Integrity, Benevolence) and Overall Trust also will be analyzed. First descriptive analysis is done to understand the respondents response toward trust and brand engagement of content.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CTC	240	2	10	7.36	2.439
CTI	240	8	30	20.28	6.379
CTB	240	2	10	6.96	2.513
CTO	240	5	20	13.88	4.579
CBEC	240	4	15	10.51	3.633
CBEF	240	5	20	13.29	4.742
CBEA	240	3	15	10.18	3.681
Valid N (listwise)	240				

Figure 4 Descriptive Statistics

The statistics suggest that respondents generally view content creators as competent and trustworthy, with moderate to high engagement levels, though perceptions and interactions vary significantly across different respondents.

Customer Trust Competence (CTC)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	58	24.2	24.2
	2.00	169	70.4	94.6
	3.00	13	5.4	100.0
Total	240	100.0	100.0	

Figure 5 Content Preference Competence

This conclusion highlights that, in terms of competence, human-generated content is more trusted and appreciated by the majority of respondents compared to AI-generated content. This finding has significant implications for content creation strategies, emphasizing the importance of demonstrating competence to enhance audience trust and engagement.

Based on this data it is concluded that:

- a. H2 is accepted, because human-generated social media text content has a higher level of competence compared to AI-generated content in this dimension even without knowledge of who created the content.

Customer Trust Integrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	77	32.1	32.1	32.1
	2.00	156	65.0	65.0	97.1
	3.00	7	2.9	2.9	100.0
Total		240	100.0	100.0	

Figure 6 Content Preference Integrity

This conclusion underscores that, in terms of integrity, human-generated content is more trusted by the majority of respondents compared to AI-generated content. This preference highlights the importance of maintaining high ethical standards in content creation to build and maintain trust among audiences.

Based on this data it is concluded that:

- a. H3 is accepted, because human-generated social media text content has a higher level of integrity compared to AI-generated content based on the count of preference content in the questionnaire.

Customer Trust Benevolence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	74	30.8	30.8	30.8
	2.00	152	63.3	63.3	94.2
	3.00	14	5.8	5.8	100.0
Total		240	100.0	100.0	

Figure 7 Content Preference Benevolence

This conclusion highlights that in terms of benevolence, human-generated content is more trusted by the majority of respondents compared to AI-generated content. The preference for human-generated content in demonstrating benevolence emphasizes the importance of creating content that resonates with audiences on a personal and emotional level to build stronger connections and trust.

Based on this data it is concluded that:

- a. H4 is accepted, because human-generated social media text content has a higher level of benevolence compared to AI-generated content.

Correlation Customer Trust and Customer Brand Engagement

Table 3 Correlation Result

Variable	Cognitive Processing (CBEC)	Affection (CBEF)	Activation (CBEA)
Competence (CTC)	0.617	0.641	0.653
Integrity (CTI)	0.642	0.717	0.681
Benevolence (CTB)	0.554	0.669	0.650
Overall Trust (CTO)	0.590	0.767	0.737

Overall Trust exhibits strong positive correlations with all dimensions of brand engagement, with the highest correlation with Affection. This underscores the critical role of

overall trust in driving emotional engagement, as well as cognitive and active engagement. The customer trust dimensions are positively correlated with each other, indicating that these trust dimensions are interrelated and tend to increase together. Conversely, AI-generated content, while proficient in delivering information accuracy, can be said that it lacks the depth of emotional engagement provided by human creators. This disparity suggests that enhancing AI's emotional intelligence could bridge the gap, improving its trustworthiness and effectiveness in engaging consumers. Both human insight and artificial intelligence play significant roles in content creation, with trust acting as the cornerstone for fostering thoughtful engagement, emotional connections, and proactive consumer behavior. In conclusion, the Spearman correlation results provide strong evidence that customer trust dimensions, particularly integrity and overall trust, play a crucial role in enhancing customer brand engagement. These findings highlight the importance of building and maintaining trust to foster deeper cognitive, emotional, and active engagement with the brand.

Based on this data it is concluded that:

- a. H6 is accepted, because customers' overall trust in social media text content has a positive influence on all of the consumer brand engagement dimensions.

Non-Parametric Analysis

Customer Trust on Human and AI Content

The non-parametric Mann-Whitney U test was conducted to compare the perceived trust dimensions (Competence, Integrity, and Benevolence) between AI-generated and human-generated content. The Mann-Whitney U test results revealed no significant differences between AI-generated and human-generated content in any of the trust dimensions. For Competence, the mean ranks were 116.75 for AI-generated content and 123.27 for human-generated content ($U = 6656.000$, $Z = -0.747$, $p = 0.455$). Similarly, for Integrity, the mean ranks were 115.96 for AI-generated content and 123.86 for human-generated content ($U = 6575.000$, $Z = -0.873$, $p = 0.383$). For Benevolence, the mean ranks were 112.55 for AI-generated content and 126.38 for human-generated content ($U = 6227.000$, $Z = -1.552$, $p = 0.121$).

These results suggest that respondents do not significantly differentiate between AI-generated and human-generated content in terms of competence, integrity, or benevolence. This finding highlights that both content types are perceived similarly in terms of trustworthiness beside the understanding about which is the real content.

Based on this data it is concluded that:

- a. H1 is rejected, because there is no significant difference in the level of customer trust between social media text content generated by humans and content generated by AI.

Regression Analysis Consumer Brand Engagement on Overall Trust

Cognitive Processing

The regression analysis conducted to investigate the relationship between Overall Trust (CTO) and Cognitive Processing (CBEC) reveals a significant association. The correlation coefficient of 0.693 indicates a strong positive relationship, which is further substantiated by an R-square value of 0.480. This suggests that 48% of the variability in Cognitive Processing is explained by variations in Overall Trust, indicating a significant predictive power. The Adjusted R-square at 0.478 confirms that the model generalizes well across sample variations. These findings emphasize the critical role of trust in shaping consumer interactions with brand communications, suggesting that strategies aimed at enhancing consumer trust could be effective in fostering deeper cognitive connections with brand content.

Based on this data we can conclude that:

- a. H7 is accepted, because the customer overall trust has a positive influence on cognitive processes in customer brand engagement.

Affection

The regression analysis investigating the relationship between Overall Trust (CTO) and the Affection component of consumer brand engagement (CBEF) demonstrates a profound connection. The correlation coefficient of 0.770 indicates a strong positive relationship, with the model explaining a significant 59.2% of the variance in Affection. This high explanatory power

underscores the substantial role that trust plays in influencing consumer affection towards brands. These findings emphasize the critical importance of trust in shaping emotional connections with brands. They suggest that enhancing trust can significantly increase consumer affection, potentially leading to greater brand loyalty and more favorable consumer behavior.

Based on this data we can conclude that:

- a. H8 is accepted, because the customer overall trust has a positive influence on affection in customer brand engagement.

Activation

The regression analysis examining the relationship between Overall Trust (CTO) and Activation (CBEA) in consumer brand engagement provides compelling evidence of a significant positive correlation. A correlation coefficient of 0.765 and an R Square value of 0.585 indicate that a substantial 58.5% of the variance in Activation is explained by changes in Overall Trust. This indicates a strong influence of trust on how consumers actively engage with a brand. These findings underscore the centrality of trust in driving consumer activation, pointing to its instrumental role in fostering deeper engagement with brands. As trust increases, so does the likelihood of active consumer engagement, highlighting the necessity for brands to build and maintain trust as a strategic priority.

Based on this data it is conclude that:

- a. H9 is accepted, because the customer overall trust has a positive influence on activation in customer brand engagement.

Conversely, while AI-generated content is proficient in ensuring consistency and breadth in content delivery, it often lacks the emotional depth that human content inherently possesses. This limitation can impede the formation of deep trust relationships with consumers, as AI content may not engage users as effectively on an emotional or cognitive level without additional human intervention. This insight suggests a strategic need for brands to develop hybrid content strategies that integrate the reliability and efficiency of AI with the empathetic and intuitive aspects of human creativity. Such a strategy would not only leverage the strengths of both types of content but also optimize consumer trust and engagement across all brand interaction dimensions.

In conclusion, this research provide a strong empirical basis for recommending that brands invest in trust-building activities as a means to enhance overall consumer brand engagement, ultimately leading to greater brand loyalty and advocacy. The findings from this study offer compelling evidence for the strategic prioritization of trust in brand management and should guide future efforts in both theory and practice within the field of marketing.

Business Solution

As the information and communication industry in Indonesia navigates through the waves of digital transformation, particularly in understanding and implementing advanced digital strategies. This thesis has delved into the dynamics of trust in social media content and its impact on brand engagement within this rapidly evolving digital landscape. The findings reveal crucial insights into the mechanisms through which trust can enhance consumer interactions and highlight the need for sophisticated content management strategies that leverage both human insight and artificial intelligence.

AI Content News Creation

1. Creating Reliable AI Content

Develop an AI system, particularly for marketing purposes. This can be achieved by better understanding of prompt engineering. Based on this research GAI needs trial and error to get the desired outcome (Ekin & ChatGPT 4, 2023). Trial and error in the context of content creation, particularly involving GAI, is a critical approach for refining the effectiveness of AI-generated content. This iterative process involves testing various inputs and modifications to determine the most effective ways to communicate with and utilize AI systems like ChatGPT for content creation. According to Ekin & ChatGPT 4 (2023), trial and error was required to determine the best prompt by providing specific constraints, utilizing system 1 and 2 questions (system 1 questions are straightforward and require direct

answers, while System 2 questions demand deeper thought and analysis), experimenting with context and example, and limiting output verbosity.

System 1 and 2 questions example:

Prompt system 1 : Name a tool commonly used for generating AI content

Response by ChatGPT: A commonly used tool for generating AI content is OpenAI's GPT (Generative Pre-trained Transformer).

Simple and direct answer

Prompt System 2 : Analyze the implications of relying heavily on AI for content generation in terms of consumer trust and ethical considerations

Response by ChatGPT : Relying heavily on AI for content generation raises concerns about consumer trust, particularly regarding authenticity and the potential spread of misinformation, necessitating transparency about AI involvement. Ethically, the use of AI poses challenges such as potential biases in algorithms, intellectual property issues, and the displacement of creative jobs, highlighting the need for regular audits and human oversight. Balancing the efficiency of AI-generated content with these ethical and trust concerns requires clear communication, ethical guidelines, and maintaining a human element in creative processes.

This system is more detailed, requires depth analysis, and ability to weigh pros and cons.

2. Controlling Content Creation by AI

Implement strict oversight mechanisms to monitor and revise AI-generated content. Drawing from successful models like those implemented by IDN Times, this solution emphasizes the importance of human intervention in the AI content creation process to ensure quality and accuracy. IDN Times creates an AI system that can help them to create their daily content called "Timmy Si Robot", they not only leave the AI system to take control of the content creation but also controlling the output that "Timmy Si Robot" create and analyze whether this content is worth publishing and if the content is feasible then the content will be published (Lau, 2024). This control will prevent the delegation of full content creation responsibilities to AI, maintaining a balanced approach that leverages AI's capabilities while mitigating risks associated with automated content generation.

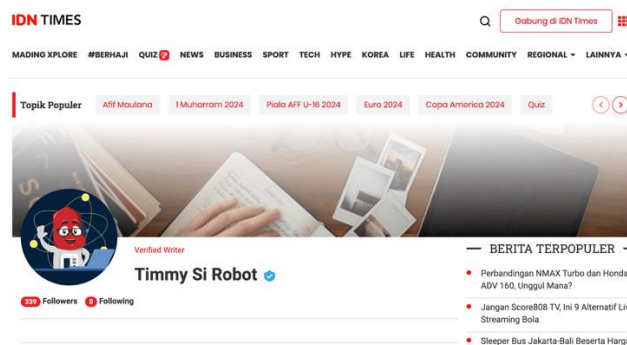


Figure 8 Profile Timmy Si Robot

Customer Trust and Engagement Content

1. Focus on Creating Trustworthy Content

Prioritize the development of content that is perceived as trustworthy by the audience. This needs an evaluation by humans for content that can fulfill the aspects of competence, integrity, and benevolence. The competence aspect can be gained by understanding what is needed by collecting content with high engagement and analyzing why the content got high engagement rate. High engagement content attracts more customer interaction, such as trend-focused content that typically boosts engagement. Integrity in content requires consistency and reliability, evident through verification features like those used by BMKG in Indonesia, which provides detailed, fact-checked disaster updates with supporting maps. Benevolence in content prioritizes quality over ratings, as highlighted by the Ministry of Information and

Communication (Biro Humas Kemkominfo, 2021). For instance, detailed explainer videos on topics like climate change that feature expert interviews and actionable advice exemplify quality content. Trustworthy content, which authentically and accurately addresses audience needs and interests, is more likely to engage customers effectively.



Figure 9 Reliable & Quality Content Example

Source: BMKG X & everydayhealth Instagram Post (BMKG, 2024; everydayhealth, 2024)

2. Content Emotional Feature in Content

Integrate emotional elements into the content to foster a deeper connection with the audience. Based on Shahbaznezhad et al. (2021), they said different types of content can deliver different reactions to customers. Entertaining content like funny, humorous content tends to attract emotional aspects for customers (Shahbaznezhad et al., 2021). Emotional content can drive the viewers from trust significantly to engage by appealing to the viewers' feelings and experiences, making the content more relatable and memorable.



Figure 10 Funny Copywriting Content Nutella

3. Creating Content Feedback for Measuring Trust and Engagement

Establish mechanisms to gather and analyze feedback on how content is perceived in terms of trustworthiness and engagement in every period of time. This can be done by asking consumers for feedback from the company using a form that can describe the quality of the content presented and the evaluation of the content. This feedback system can guide content strategies, providing insights into what works and what does not, thereby allowing continuous improvement of content quality and effectiveness.

We'd love some feedback

Will You Come Back?

How Would You Rate Our Food?

Will Your Recommend us To Friends?

Figure 11 Feedback Form Examples

CONCLUSION

This thesis has analyzed the differential impacts of human-generated and AI-generated social media text content on customer trust and brand engagement within the information and communication industry in Indonesia. Through a comprehensive methodological approach, the study has established that while AI-generated content is proficient at handling large-scale data processing and content production tasks, it still lacks the nuanced understanding and emotional depth provided by human content creators. This distinction is pivotal in shaping customer trust, which is foundational for deepening brand engagement. Beside this there are some points that need to note on this research:

1. Trust in Content

The study conclusively shows that human-generated content is more trusted across dimensions of competence, integrity, and benevolence. This trust is not only about the accuracy of the information but also the empathetic connection that human content creators can forge with their audience.

2. Impact on Brand Engagement

Trust significantly influences customer brand engagement, which manifests through increased cognitive processing, emotional affection, and behavioral activation. The regression analyses confirm that higher trust in content correlates with stronger customer interactions and loyalty.

3. Role of AI in Content Strategy

AI's role in content creation, from this research when applying prompt to create content it focuses on helping to develop human ideas with frameworks that are given within prompt to create content that then to be edited again with the output desired. AI for now can only respond to the idea that is generated by humans and develop the idea given. The current gap in AI's ability to fully replace human emotional intelligence and ethical judgment calls for a balanced strategy that leverages the strengths of both.

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