

## The Effect of the First Issue of Oplosan on the Kompas.com Online News Portal on the Level of Trust of Tiktok Followers @kompascom towards Pertamina

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### ABSTRACT

The issue of adulterated Pertamina fuel arose at the end of February 2025 due to allegations of corruption and fuel adulteration by PT Pertamina Patra Niaga, which caused material and non-material losses and led to a crisis of public confidence in Pertamina. This issue spread widely through various media outlets, including Kompas.com and the TikTok account @kompascom, which has more than 6 million followers. The purpose of this study was to determine the effect of exposure to the Pertamina adulteration issue on the Kompas.com online news portal on the level of trust of followers of the @kompascom TikTok account in Pertamina. This study used an explanatory quantitative research method with behaviorism and stimulus-response (S-R) theory. Sampling was conducted using purposive sampling and the sample was determined using the Slovin formula. The research population consisted of followers of the TikTok account @kompascom who use Pertamina and have accessed news related to this issue. The results of the study show that exposure to the issue of Pertamina adulteration (X) has a significant negative effect of 0.823 on the level of trust (Y), which means that the higher the exposure to the issue, the lower the level of trust. The exposure to the issue, the lower the level of trust.



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### INTRODUCTION

As the leading state-owned enterprise in the energy sector, PT Pertamina (Persero) plays a strategic role, not only as a fuel supplier but also as a pillar of stability for public mobility and industrial sustainability (Rizka Amaliah, Agung Kresnamurti Rivai, 2025). However, in early 2025, allegations emerged that Peralite was being mixed with Pertamina, involving PT Pertamina Patra Niaga, triggering a crisis of public trust in Pertamina. According to a survey conducted by Celios and LBH Jakarta, the public suffered losses of Rp47.6 billion per day. A total of 55.3% of Pertamina buyers stated that their vehicles had suffered damage as a result of this scandal. Meanwhile, 86.4% of buyers stated that they had suffered economic losses. Minister of Energy and Mineral Resources Bahlil Lahadalia and a report from Katadata (2025) mentioned a 5% shift in consumption from Pertamina to Peralite on a national scale. This data reinforces the assumption that consumers do not only consider price and quality, but also the integrity and transparency of producers in making purchasing decisions, whether to switch to other fuels or postpone purchases.

The issue of adulterated Pertamina fuel has spread through online media and social media. In the context of mass communication, exposure to negative news through the media can shape social norms that have the potential to influence individuals' beliefs and attitudes towards the subject of the news (Krisyanto, 2006). Kompas.com, as one of the national news portals with a high level of credibility, has been intensively reporting on this issue, both through its website and its TikTok account @kompascom, which has more than 6 million followers. This is a concept of media convergence in the development of mass media, which involves many technological factors such as online media, e-papers, e-books, streaming radio, and social media combined with other media (Anton et al. 2016). From

February 25 to March 31, 2025, at least 21 pieces of content related to the Pertamina oplosan issue were uploaded to the TikTok account @kompascom, which included links to the Kompas.com website.

The presentation of this information enables a stimulus-response process, in which media messages serve as powerful stimuli that influence audience trust levels (Halim & Jauhari, 2019). Based on these conditions, this study is important to analyze the influence of the Pertamina oplosan issue on the Kompas.com online news portal on the level of trust of TikTok @kompascom followers towards Pertamina. This study is expected to contribute theoretically to mass communication studies and serve as practical evaluation material in crisis communication management in the energy sector.

## RESEARCH METHODS

This study was conducted using quantitative research methods with an explanatory approach, which aims to describe the generalization of sample results to the population, as well as to explain the relationships, differences, and influences between one variable and another (Bungin, 2013). This research was conducted to gain an understanding of “The Effect of the First Issue of Oplosan on Online News Portals on the Level of Trust of Tiktok @kompascom Followers towards Pertamina”.

TikTok social media users who follow the @kompascom account are the subjects of this study. The research population includes all followers of the @kompascom TikTok account who use Pertamina fuel and have been exposed to news about the Pertamina oplosan issue through the Kompas.com online news portal.

The research sample was determined using the Slovin formula to obtain a sample size that was representative of the research population. If the selected population is very large, then a researcher has the opportunity to select a sample taken from that population (Sugiyono, 2013). Based on calculations using the Slovin formula with a margin of error of 10%, the sample size was determined to be 100 respondents.

Data collection for this study was conducted through a survey method using a structured questionnaire. The questionnaire was compiled based on indicators of exposure to issues and trust levels, then distributed online to respondents who met the research criteria. The questionnaires were distributed through content on TikTok, tagging the Kompas.com and Pertamina accounts on Facebook, and sending direct messages to TikTok followers @kompascom. Data collection was carried out using purposive sampling, using a 1–4 Likert scale questionnaire to assess the respondents' level of agreement with each statement provided.

The data obtained was then tested using validity and reliability tests to ensure that the instruments were suitable for use, before quantitative statistical analysis was carried out in accordance with the research objectives.

## RESULTS AND DISCUSSION

**Table 1 Data on the Gender of Respondents**

Gender	Amount	Percentage(%)
Male	49	49%
Female	51	51%
Total	100	100%

This data was obtained from respondents who are followers of the TikTok account @kompascom, users of BBM Pertamina, and have been exposed to news reports about the issue of Pertamina adulteration. Primary data collected through a questionnaire distributed to 100 respondents shows that the majority of respondents were female (51 people), while male respondents numbered 49 people.

**Table 2 Mode Result for Variable X and Variable Y**

Variable	Indicator	Modus	
		Score	Description
Variable X (Exposure to the First Issue of Adulterated Fuel)	Frequency	4	Very often
	Attention	3	Often
	Duration	4	Very Often

Variabel Y (Level of Trust)	Honesty	2	Somewhat agree
	Kindness	1	Disagree
	Competence	2	Somewhat Agree

The table above presents the mode values of each indicator for the two research variables, namely Variable X (Exposure to the Pertamina Oplosan Issue) as the independent variable and Variable Y (Level of Trust) as the dependent variable. The exposure to the issue was measured through three main indicators, namely frequency, duration, and attention of respondents in accessing news about the Pertamina Oplosan issue on the Kompas.com online news portal and the @kompascom TikTok account.

**Table 2 Validity Test**

Variable	Indicator	Aitem	Correlation	R	Description
Variable X (Exposure to the First Issue of Adulterated Fuel)	Frequency	X1	0,758	0,256	Valid
		X2	0,711		Valid
		X3	0,729		Valid
		X4	0,709		Valid
		X5	0,775		Valid
	Attention	X6	0,716		Valid
		X7	0,690		Valid
		X8	0,774		Valid
		X9	0,721		Valid
		X10	0,762		Valid
	Duration	X11	0,726		Valid
		X12	0,737		Valid
		X13	0,743		Valid
		X14	0,717		Valid
		X15	0,712		Valid
Variabel Y (Level of Trust)	Honesty	Y1	0,698	0,256	Valid
		Y2	0,631		Valid
		Y3	0,646		Valid
		Y4	0,730		Valid
		Y5	0,617		Valid
	Kindness	Y6	0,726		Valid
		Y7	0,663		Valid
		Y8	0,706		Valid
		Y9	0,699		Valid
		Y10	0,686		Valid
	Competence	Y11	0,793		Valid
		Y12	0,684		Valid
		Y13	0,765		Valid
		Y14	0,696		Valid
		Y15	0,695		Valid

The table above shows the validity test results conducted by researchers using SPSS (Statistical Package for the Social Sciences) version 22 software. Based on the test results, all statement items in each indicator were declared valid.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.02153912
Most Extreme Differences	Absolute	.099
	Positive	.099
	Negative	-.070
Test Statistic		.099
Asymp. Sig. (2-tailed)		.017 <sup>c</sup>
Exact Sig. (2-tailed)		.260
Point Probability		.000

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.

**Picture 1 Normality Test**

An exact significance value greater than 0.05 indicates a normal data distribution. Based on the table above, the Exact Sig value (2-tailed) of the residual between variable X and variable Y is 0.260. This means that the value is higher than 0.05, so the data distribution is normal.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	66.528	2.071		32.122	.000
	Terpaan Isu Pertamina Oplosan	-.823	.042	-.891	-19.401	.000

a. Dependent Variable: Tingkat Kepercayaan

**Picture 2 Simple Linear Regression Test**

The results of simple linear regression show that the variable Exposure to First Impressions of Oplosan (X) has a significant negative effect on the variable Level of Trust (Y). The resulting regression coefficient is  $-0.823$  with a significance value of  $p < 0.05$ . These findings indicate that there is a statistically significant relationship between the two variables.

**Correlations**

		Terpaan Isu Pertamina Oplosan	Tingkat Kepercayaan
Terpaan Isu Pertamina Oplosan	Pearson Correlation	1	-.891**
	Sig. (2-tailed)		.000
	N	100	100
Tingkat Kepercayaan	Pearson Correlation	-.891**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Picture 3 Pearson Correlation Test**

Based on the table above, the significance value Sig (2-tailed) between the First Issue Exposure (X) and the Confidence Level (Y) is 0.000. The significance value is compared with 0.05. A smaller significance value indicates that there is a correlation between the variables. A significance value of 0.000 means less than 0.05, which indicates that the two variables have a significant correlation. The table shows a negative sign (-), which indicates an opposite direction in the correlation, so the results of this study show a negative correlation of  $-0.891$ .

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	66.528	2.071		32.122	.000
	Terpaan Isu Pertamina Oplosan	-.823	.042	-.891	-19.401	.000

a. Dependent Variable: Tingkat Kepercayaan

**Picture 4 T-test**

The table above shows that the calculated t-value is 19.401, while the table t-value is 2.626. Therefore,  $19.401 > 2.626$ . Thus, the t-test results indicate that there is a significant effect of the First Issue Exposure (X) on the Level of Trust (Y) among TikTok followers of @kompascom.

This study was conducted to answer a research question, namely whether there is an effect of exposure to the Pertamina Oplosan issue on the Kompas.com online news portal on the level of trust of TikTok @kompascom followers towards Pertamina. Within the framework of Stimulus–Response (S–R) Theory and Behaviorism Theory, exposure to the Pertamina oplosan issue is positioned as a stimulus, while the level of trust of followers towards Pertamina is understood as a response that arises as a result of exposure to the stimulus.

Based on calculations using the Slovin formula, a sample size of 100 respondents was obtained, consisting of 49 male respondents and 51 female respondents. This sample selection aimed to represent an audience that was truly exposed to media stimuli, as required in the behavioristic approach, which emphasizes the direct relationship between stimuli and responses.

The variable of exposure to the Pertamina Oplosan issue (X) was measured through three main indicators, namely: 1) Frequency; 2) Duration; 3) Attention, which represents the intensity of media stimuli. The frequency indicator received the most responses for the option "Very Often," the duration indicator received the most responses for "Often," and the attention indicator received "Very Often" as the most frequently selected response. These findings indicate that respondents received media stimuli repeatedly, for a relatively long duration, and with a high level of attention. From the perspective of S–R Theory, these conditions reinforce the potential of media stimuli to elicit significant attitude responses.

The Trust Level variable (Y) is measured using three indicators, namely: 1) Honesty; 2) Benevolence; 3) Competence. The honesty indicator received the most responses for the "Somewhat Agree" option, the virtue indicator received the most responses for "Disagree," and the competency indicator received the most responses for "Somewhat Agree." This pattern indicates a decline in positive perceptions of Pertamina's good intentions, integrity, and capabilities as a fuel producer. Within the framework of Behaviorism Theory, this change in attitude reflects the formation of a new response pattern due to environmental stimuli in the form of negative news reports related to adulterated Pertamina.

The validity results show that all statements from each indicator are valid with results above the table r of 0.256. Cronbach's Alpha technique was used to test reliability. The reliability test results for the variable Exposure to First Impressions of Pertamina Oplosan (X) showed a score of 0.938, which means it exceeded the minimum Cronbach's Alpha requirement of  $> 0.6$ , and the results for the variable Level of Trust (Y) were 0.924, which also exceeded the minimum requirement. These findings indicate that the instrument is capable of measuring stimuli and responses consistently, as required in behavior-based research. The consistency of the respondents' answers identifies that exposure to the Pertamina oplosan issue as an external stimulus has formed relatively uniform attitudes and assessments towards Pertamina. The following are the results of the reliability test conducted by the researcher on each variable, consisting of 15 statements:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.938	15

**Picture 5 T-test Reliability Test Variable X**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.924	15

**Picture 6 T-test Reliability Test Variable y**

Regression equation testing was conducted to determine the degree of correlation between data and the degree of influence between variables. The results obtained by the researcher were a constant number of 66.528 in the simple regression coefficient table, which means that if the variable Exposure to Pertamina Oplosan Issues (X) is considered 0, then the consistent value of the Confidence Level (Y) reaches 66.528. Then, the regression coefficient of -0.823 means that for every 1% increase in Exposure to Pertamina Oplosan Issues (X), the Trust Level (Y) variable decreases by -0.823. The negative coefficient value of -0.823 confirms that the exposure to Pertamina Oplosan issues (X) has a negative effect of 82.3% on the Confidence Level (Y). This finding indicates that the higher the intensity of exposure to Pertamina Oplosan issues received by respondents, the lower their level of confidence in Pertamina as a national fuel provider.

The significance test for the independent variable shows that the t-value is 19.401, while the t-table value is 2.626. Therefore,  $19.401 > 2.626$ . Thus, the t-test results indicate a significant effect between the exposure to the Pertamina Oplosan issue (X) and the level of trust (Y) among followers of the TikTok account @kompascom. However, since there is a (-) sign on the t-calculated value, it means there is a significant negative effect. This test result empirically proves the validity of the Stimulus-Response (S-R) Theory in the context of mass communication research. Exposure to issues can cause changes in the respondents' level of trust. In addition, this result also confirms the assumption of Behaviorism Theory that individual attitudes and responses can be shaped and influenced by online media reports (external stimuli).

Theoretically, these results can be explained through the Stimulus-Response (S-R) theory, in which negative news coverage acts as a strong and repeated stimulus, while a decline in trust levels is the response that emerges among the audience. In the context of mass communication, issues related to alleged corruption and fuel adulteration carry high emotional weight and touch on the direct interests of consumers, making them more likely to trigger negative responses. This shows that the media, especially highly credible online news portals such as Kompas.com, have a significant ability to shape public attitudes and perceptions.

The findings of this study are in line with the results of research by which states that exposure to negative news about a brand or company has a significant effect on consumer trust levels. The similarity of these results reinforces the assumption that issues conveyed intensively through digital media can shape negative perceptions of the institutions reported on.

In addition, the results of this study also support the findings of (2025), which used the Stimulus-Response theory, whereby exposure to media content was proven to influence the attitudes and behavior of the audience. The difference lies in the direction of the response. While that study showed a positive response in the form of increased interest, this study showed a negative response in the form of decreased trust due to exposure to crisis-laden issues.

Furthermore, the findings of this study are related to the research Aliyah & Ismail (2024), as well as Puspitasari & Abidin (2024), which emphasize the importance of source credibility and news type in shaping the level of trust among followers. In the context of this study, Kompas.com, as a mainstream media outlet with a high level of credibility, actually strengthens the stimulus effect received by the audience. This study also complements the findings of Amaliah & Agung Kresnamurti Rivai (2025), which states that the level of trust among Pertamina gas station customers after the Pertamina adulteration case is still relatively high. This difference in results shows that although customer trust is generally still high, exposure to negative issues through online media still has a significant influence in reducing trust among certain audience groups, especially active digital media users who consume news.

Thus, this study reinforces the literature stating that the type of issue, the proximity of the issue to the public interest, and the intensity of media coverage are important factors in determining the extent of media exposure's influence on trust.

This study has several limitations that need to be considered. First, the study only focuses on one online news portal, namely Kompas.com, so the results cannot be generalized to all online media or other social media platforms. Second, respondents are limited to followers of the TikTok account @kompascom who use Pertamina and have been exposed to this issue, so they do not represent

Pertamina consumers in general. Third, this study uses a quantitative approach with a closed questionnaire, so it is not yet able to explore in depth the cognitive and emotional processes of respondents in forming trust. Other factors such as personal experience, previous brand loyalty, and the influence of official communication from Pertamina have not been comprehensively analyzed in this study.

## CONCLUSION

This study shows that exposure to issues related to Pertamina oplosan on the Kompas.com online news portal has a negative and significant effect on the level of trust of TikTok @kompascom followers towards Pertamina. From the significance test results in simple linear regression, the regression coefficient of -0.823 means that for every 1% increase in exposure to the Pertamina oplosan issue (X), the Trust Level variable (Y) decreases by -0.823. The correlation value obtained for the exposure to the Pertamina adulteration issue (X) variable to the trust level (Y) variable is -0.891. Then, the t-value is  $19.401 > 2.627$  t-table. The t-test results show that there is a significant influence between Exposure to Pertamina Oplosan Issues (X) and Trust Level (Y) among followers of the @kompascom TikTok account. A total of 92% are influenced because only about 8% of followers do not watch Pertamina Oplosan issues on the Kompas.com news portal.

These findings confirm that the higher the frequency, duration, and audience attention to the issue, the more Pertamina's credibility tends to decline. The results of this study reinforce the Stimulus-Response (S-R) theory, which states that media messages, especially those with negative content and delivered intensely, can trigger psychological responses in the audience in the form of attitude changes, in this case a decline in trust.

In addition, the results of this study also support Behaviorism Theory, which emphasizes that individual behavior and attitudes can be formed as a result of external stimuli originating from the environment. In this case, the online news portal Kompas.com and the distribution of content on the TikTok platform function as an external environment that provides stimuli in the form of issues surrounding Pertamina oplosan. These stimuli then influence the attitudes of followers, as reflected in changes in their level of trust in Pertamina. This confirms that trust does not arise spontaneously, but is formed through a process of repeated exposure to information.

Based on these findings, this study has practical implications for companies and public communication managers to take a more serious approach to handling issues and crises through rapid, transparent, and consistent communication strategies in order to minimize the negative impact of media coverage on consumer trust. In addition, the mass media is expected to maintain balance and accuracy in presenting information, given the significant influence of news coverage on public perception. For future research, it is recommended to add other variables such as media credibility, news framing, or the audience's level of media literacy, as well as to use a more diverse methodological approach, such as qualitative or mixed methods, in order to gain a more comprehensive understanding of the dynamics of public trust in the context of a crisis.

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