

ABSTRACT

Reliable information is an important aspect, especially for the younger generation who actively use social media such as Instagram as a source of information. One Instagram account that attracts attention is @catchmeupco, which is known for its distinctive communication style and unique content quality. This study analyzes the influence of the account's communication style and content quality on the public trust of the millennial generation. The research uses a quantitative approach with descriptive methods, referring to the theory of source credibility from Hovland, Janis, and Kelley. This theory is relevant in understanding the relationship between variables that influence public trust in the media. Data was collected through a survey to millennial generation respondents using purposive sampling technique. The results showed that communication style has a significant influence on public trust with a correlation coefficient of 0.782, which reflects a moderately strong relationship. Content quality also has a significant effect with a correlation coefficient of 0.714, showing a similar relationship. The findings confirm the importance of effective communication style and quality content in building public trust, particularly among the millennial generation. This research contributes to social media management strategies, particularly in presenting relevant information to improve communication effectiveness and strengthen audience trust.

Keywords: *Communication Style, Content Quality, Instagram, Millennial Generation, Public Trust.*