

## **Public Trust in Professions in Indonesia: A Great Potential for Positive Change Revealed in the Ipsos Global Trustworthiness Index 2024**

**Jakarta, January 3, 2025 – Ipsos** released the Ipsos Global Trustworthiness Index 2024 survey in October 2024, offering fascinating insights into public trust in various professions in Indonesia and globally. While some professions in Indonesia face challenges in terms of public trust, the survey also highlights Indonesia's great potential to lead positive change through enhanced transparency, accountability, and effective communication.

The survey identifies several professions in Indonesia that recorded relatively high distrust levels, including politicians (45%), cabinet/ministry officials and police (41% each), influencers (25%), government employees and lawyers (24% each), and judges (23%). These figures serve as an important reminder of the need for improvements and rebuilding public trust.

However, amidst these challenges, the survey also reveals significant positive aspects. Compared to other countries, including developed nations and neighboring Asian countries, Indonesia shows higher trust levels in certain professions, even achieving the highest trust levels globally for journalists. The following are some notable comparisons:

- **Politicians:** Trust in politicians in Indonesia stands at 25%, far exceeding Germany, the Netherlands, and Belgium, which recorded only 17%. This indicates that there is still hope and trust among Indonesians in their politicians despite existing challenges.
- **Cabinet Officials/Government Ministers:** With a trust level of 25%, Indonesia outperforms South Korea (16%) and Japan (11%). This reflects the government's efforts to improve performance and transparency, which are beginning to bear fruit.
- **Police:** Public trust in the police in Indonesia (28%) is higher than in South Korea (25%), indicating potential for improving the police's public image.
- **Influencers:** Indonesia records the highest trust level in influencers, at 32%, equal to Thailand and significantly above the United States and Poland (15%). This reflects the important role influencers play in Indonesian society and their potential for positive impact.
- **Government Employees:** Trust in government employees in Indonesia (33%) matches that of Thailand and is higher than in the United States (26%), showing public recognition of the performance and dedication of civil servants.
- **Lawyers:** With a trust level of 37%, Indonesia slightly surpasses Singapore (36%), reflecting strong confidence in the legal system and the role of lawyers in upholding justice.
- **Judges:** Trust in judges in Indonesia is relatively high at 42%, indicating public



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confidence in the integrity and independence of the judiciary.

- **Journalists:** Indonesia records the highest trust level in the world for journalists, at 51%. This underscores the crucial role of media and journalism in Indonesian society as pillars of democracy and credible sources of information.

In addition to international comparisons, the survey also reveals the three most trusted professions in Indonesia:

- **Teachers:** 74%
- **Doctors:** 73%
- **Scientists:** 70%



These findings send a powerful message: Indonesia has significant potential to enhance public trust across various sectors. By focusing on transparency, accountability, and effective communication, Indonesia could strengthen its position as a leader of positive change in the Asia-Pacific region and globally.

A shared commitment from all stakeholders—ranging from politicians and government officials to influencers, lawyers, judges, and journalists—is crucial to building stronger public trust and fostering a more harmonious and productive environment. The Ipsos Global Trustworthiness Index 2024 serves as an important moment for reflection, evaluation, and strategic action toward a brighter future for Indonesia.

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### Methodology:

The methodology used in the Ipsos Global Trustworthiness Index 2024 is as follows:

1. **Sample and Population:**

- The survey was conducted in 32 countries with a total of 23,530 respondents.
- Respondents ranged in age from 18 to 74 (depending on the country), with age and demographic distribution reflecting the adult population in each country.
- The sample size included approximately 1,000 respondents in countries such as Australia, Canada, the U.S., and the U.K. For countries like Indonesia, Malaysia, and the Philippines, the sample size was 500 respondents.

2. **Data Collection Method:**

- The survey was conducted online using the Ipsos Global Advisor platform.
- In India, the survey utilized the IndiaBus online platform, with some interviews conducted in person.

3. **Timing:**

- The survey was conducted between May 24 and June 7, 2024.

4. **Sampling Approach:**

- In countries such as the U.K., Germany, and Japan, the sample is considered representative of the general population.
- In developing countries such as Indonesia, Malaysia, and the Philippines, the sample is more urban, educated, and digitally connected.

5. **Data Processing and Adjustment:**

- Collected data was weighted to reflect the demographic profile of each country based on the latest census data.
- The global average reported in this survey reflects the average results across all surveyed countries, without weighting for population size.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS

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For more information about this press release, please contact:

Pryscilla Conny

Ipsos in Indonesia



id-marcom@ipsos.com

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