



The Role of Public Relations at the Sukoharjo Resort Police Institute

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ABSTRACT

Public relations has an important and crucial role in representing the communication between the Indonesian National Police (Polri) and the community. The role of Police Public Relations is not only to build a positive image. But it also helps in improving performance to achieve the goals of the police institution so that it can be more trusted by the community. In carrying out its role, public relations need to minimize obstacles so as not to decrease public confidence in the National Police, which has the slogan to protect, protect, and serve the community. Therefore, this study was conducted to determine and examine the role of public relations in the Sukoharjo Resort Police (Polres) based on Ruslan who stated that the role of public relations consisted of communicators, building relationships, reserve management, and creating an image. This study uses a qualitative research method approach that emphasizes the actual situation from the results of data collection carried out through in-depth interviews with four sources, namely Public Relations personnel of the Sukoharjo Resort Police. The data findings were analyzed by data reduction, data presentation, concluding, and validating data triangulation. As a result, this research shows that the role of public relations in the Sukoharjo Resort Police Institute is what was stated by Ruslan. The role of public relations is as a communicator to bridge the relationship between internal and external publics, foster good relations with various media and other stakeholders, a supporter of policy leadership and the duties of police institutions, and create a positive image of the Police towards the community through the publication of Polri activities.

Keywords: *The Role of Public Relations, Sukoharjo Police, Communication.*

1. INTRODUCTION

The role of public relations is increasingly diverse with the development of communication technology media and the challenges faced today. Public relations must be able to create public opinion as a profitable input for an institution in instilling understanding, fostering motivation, and public participation. Especially in the current 4.0 era or what is commonly referred to as the industrial revolution era, people can freely and have the right to seek, obtain, use and disseminate information easily and quickly. So that public relations activities are aimed at instilling goodwill, trust in mutual understanding, and a good image of the public. Public Relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization for the public interest, and plans and conducts a program of activities to gain public understanding and support [1, p. 4].

Looking at the Regulation of the Indonesian National Police (Perpol) Number 2 of 2021, public relations at the Indonesian National Police Agency (Polri) is tasked with carrying out public relations activities, producing,

managing information, and presenting documentation of police activities that can be accessed by the public. However, the dynamics that arise often do not match expectations, causing the Public Relations of the Police to be more proactive in responding to issues circulating in the wider audience, both the public and netizens in particular. Under these conditions, the Precision Police (Predictive, Responsiveness, and Transparency of Justice) program was initiated by the Chief of the Indonesian National Police (Kapolri), Police General Drs. Listyo Sigit Prabowo, M.Si. in early 2021. Where the program becomes a guideline for all members of the Police in carrying out the duties of the police institution, namely protecting, nurturing, and serving the community by taking a more integrated, modern, easy and fast approach.

Moreover, the professionalism and figurativeness of the National Police are currently under negative scrutiny by the public, so the Police must further improve their performance to maintain their image or good name in the eyes of the public. Given the government's many commitments to efforts to stabilize the condition of the Unitary State of the Republic of Indonesia (NKRI) in

various problems of violating the law as well as maintaining and maintaining conducive security and public order (kamtibmas). On the other hand, the limitations of members of the National Police from various perspectives are one of the obstacles to this effort. Therefore, the Police and the community must work together. Without a form of cooperation between the two of them, the problems that occur will be more difficult to resolve, because there is a need for mutual trust between the two parties. The goal is to foster a sense of mutual understanding, trust, and organization to achieve success.

By the end of 2021, the level of public trust in the National Police was decreasing. The actions of unscrupulous members of the National Police who violate the disciplinary regulations and the professional code of ethics of the Police in various parts of Indonesia that occur successively have caused negative public perceptions of the National Police. This is an internal and ethical problem within the National Police itself so the image of the Police in the eyes of the public is very volatile. In fact, on social media networks, there was also the hashtag #percumalaporpolisi. This is because often the public and netizens generalize about existing and happening problems that should be the fault of one of the members of the Police into a mistake within the police agency.

Several cases that have occurred include infidelity, violence, sexual harassment, and abuse of authority and firearms. The existence of these cases occurring shortly, little by little formed a negative opinion and a sense of distrust by the public. So that the ability of Polri members in carrying out their duties as protectors, protectors, and public servants is doubted by the community. Because the public opinion that should be formed on members of the Police is a figure who should be imitated and relied on in society.

In general, in the National Police Research and Development Journal written by Suwondo [2, p. 36] the level of public trust in 2020 in the performance of the Police at the thirty-four Polda has a value of 77.36% with a ranking of trust levels in five police functions, namely the Intelkam function (86, 46%), Traffic Function (81.80%), Binmas Function (83.54%), Sabhara Function (79.71%) and Criminal Investigation Function (57.86%). The ranking of the level of public trust is based on five indicators of police services, namely: conformity (77.99%), responsiveness (77.78%), assurance (77.37%), and reliability (70.94%), direct evidence (67,47%).

Based on previous research conducted by Nisak [3] under the title of research on the role of public relations in improving the positive image of the police institution in the Yogyakarta Special Region Police (DIY), the

results show that public relations act as an internal and external public communicator in disseminating information. Public Relations also plays a role as a builder in creating good relations with broadcasting/press institutions and government and non-government institutions as well as supporting management to publishing activities. Meanwhile, in [4], research from Purnamasari on the role of Public Relations of the Police in improving the image of the police stated that the role of public relations was as an expert advisor and facilitator of problem-solving when it was only related to public relations duties. Meanwhile, the role as a communication facilitator and communication technician is the main role carried out by the Public Relations of the Police.

This research on the role of Police Public Relations is important because public relations has a crucial role in connecting communication between the Police and the community in building a positive image of the Police. Through the role of public relations, the National Police can improve performance and be more trusted in protecting, nurturing, and serving the community. Therefore, this study aims to identify and examine the role of public relations in police institutions, especially at the Sukoharjo Resort Police based on Ruslan [5, p. 10] who describes in detail the four main roles of public relations. Among other things, public relations acts as a communicator between the organization or institution represented to the public, fosters good and mutually beneficial relations with the public, as a supporting role in the management of the organization or institution, and creates a positive image for the organization or institution.

The existence of these phenomena is a challenge for the role of police public relations in managing information and issues that are currently being discussed by the public and netizens. The role of public relations in the police institution can be seen from the presence or absence of activities that show several characteristics. First, communication activities within the police agency take place in both directions reciprocally with the community. Second, the activity of fostering good relations in making cooperation with all stakeholders that can support achieving the goals of the police institution. Third, the activities of the supporting role of public relations in carrying out the duties of the police in protecting, nurturing, and serving the community. Finally, the activity creates a positive image through the publication of Polri's performance.

In essence, the community wants a big hope so that the Sukoharjo Police can carry out their police duties well and can even be imitated and relied on. Based on this, the authors took a study entitled **The Role of Public Relations in the Sukoharjo Resort Police Institute.**

2. RESEARCH METHODS

The method used is a qualitative research method. The data collected in this qualitative study are in the form of words, sentences, or pictures that have more meaning than numbers or frequencies and the researcher also emphasizes notes that describe the actual situation to support the presentation of the data [6, p. 35]. Researchers chose qualitative research methods to obtain comprehensive and in-depth data on the role of public relations in the Sukoharjo Resort Police Institute.

This study emphasizes the actual situation from the results of data collection carried out by in-depth interview techniques. An in-depth interview is an interaction/conversation that occurs between one interviewer and one informant. Even though the interview style tends to be informal, researchers can prepare a guideline of questions which can later be developed flexibly during the interview or without a guideline at all [7, p. 72]. In-depth interviews are flexible and open, unstructured but still with questions that are increasingly focused and lead to a depth of information [6, p. 137]. This in-depth interview can be conducted at the time and context conditions that are considered the most appropriate to obtain detailed, honest, and in-depth data [6, p. 69].

The subjects in this study consisted of four informants who were members of the Sukoharjo Police Public Relations. The four informants included Bripka Eka Prasetya, S.H., as PS (Temporary Officer) Head of the Public Information Subsection of Sukoharjo Police Public Relations Section as informant 1. Then PS Head of Information Management and Multimedia Documentation Subsection of Sukoharjo Police Public Relations Section, Bripka Hendra Adi Yudha as informant 2 Brigadier Zanwar Hamdan Romala, S.H. as the NCO for the Public Relations Section of the Sukoharjo Police as an informant 3. And finally, Brigadier Daniel Agung Nugroho, S.H. as informant 4 who is also the NCO for the Public Relations Section of the Sukoharjo Police.

The researcher chose the four informants as samples based on certain considerations using the purposive sampling technique. Intended to find data on whether members of the Sukoharjo Police Public Relations as individuals understand the role of a public relations practitioner. Researchers tend to choose sources that are considered to know information and problems in depth and can be trusted as data sources [6, p. 56].

The data collection is located at the Sukoharjo Police Station, precisely on Attorney General R. Soeprapto street number 15, Tangjungsari, Sukoharjo, Central Java,

Indonesia. The data that has been collected is divided into two types, namely primary and secondary. Primary data is obtained from in-depth interviews, while secondary data is in the form of data from various sources that support and enrich the data in this study, such as literature studies and other references. Furthermore, to check the validity of the data, the data source triangulation technique was used. According to Sutopo [6, p. 78], triangulation is a technique based on a phenomenological mindset that is multi-perspective. This means that in concluding it is necessary not only one point of view and it would be better if the truth was extracted from several different sources.

This study uses three stages of the Miles and Huberman model in analyzing the data found in this study. The three stages of the Miles and Huberman model consist of data reduction, data presentation, and conclusion drawing [8, p. 246-253]. That is, all data is selected, simplified, focused, and abstracted into a component that has been arranged logically and systematically. So, the data can be easily understood and concluded, and accounted for.

3. RESULT

The results of the research were found by researchers in the field using in-depth interviews with four informants, focusing on several aspects regarding the role of public relations at the Sukoharjo Resort Police Institute. Informant 1, said:

"The role of Public Relations of the Sukoharjo Police is to convey all information from the Police, especially the Sukoharjo Police to the public regarding education and appeals for Kamtibmas. Police Public Relations also establishes communication with the internal public of the Resort Police and external public relations such as media crews, public relations for other agencies, and existing stakeholders as a form of partnership. It aims to create a harmonious relationship and increase trust in establishing communication while on duty together. In addition, public relations is also tasked with supporting the policies of the leadership and activities of the Police by packaging them properly. So that people can get clear information. With the publication made by public relations, it is hoped that the image of the Police in the eyes of the public will be considered good." (Interview, 1 July 2022).

The same thing was conveyed by informant 2 when interviewed, that is:

"Police Public Relations plays a role in disseminating leadership policy programs. In this case, public relations and the media also support each other in providing materials and press information to

accelerate publication. Therefore, public relations are ready to carry out all orders and policies that have been determined by the leadership related to Polri's activities. Furthermore, PR also publishes all activities regarding the National Police through social media and news portals so that positive Police information is conveyed to the public quickly, accurately, and transparently. So that way the public can know the performance carried out by the Police and finally a good Police image can also be formed." (Interview, 1 July 2022).

Meanwhile, according to informant 3 in public relations:

"Polres Public Relations is tasked with bridging the relationship between the police and the community in conveying information from the Police to the community, and vice versa from the community to be conveyed to members of the Police. Public Relations also plays a role in coordinating with the media and other agencies to equalize perceptions in providing valid information. So that there is no misunderstanding in the delivery of information. Public Relations also packs leadership policies and police duties to be informed to the public properly and clearly. Then public relations expose police activities through social media and news portals so that the public can know the real duties of the Police in enforcing the law and protecting, nurturing, and serving the community. With the hope, the image of the Police can be well maintained and the Police will be more trusted by the public." (Interview, 1 July 2022).

Finally, informant 4 explained the role of public relations, namely:

"The Public Relations Section is tasked with educating the public about open public information related to Polri activities. Public Relations is tasked with connecting communication between relevant agencies and journalists to increase synergy for the common interest. The duties of the National Police Public Relations include carrying out coverage, media monitoring, and making documentation in the form of photos, videos, and news regarding the daily activities carried out by the National Police in maintaining the Kamtibmas situation so that it remains in a conducive condition. Public Relations also plays a role in publishing content about the performance of the Police in various media to increase public trust in the Police. So that the positive image of the Police can be formed properly." (Interview, 1 July 2022).

4. DISCUSSION

Ruslan [5] in his book *Kiat dan Strategi Kampanye Public Relations* states in detail that there are four main roles of public relations, namely as communicators, building relationships, supporting organizations, and creating an image for the organization.

The first role of public relations as a communicator means that public relations act as a sender of messages in a communication process. This is in line with the opinion of all informants, who said that public relations are the party that conveys all information from the Police, especially the Sukoharjo Police in bridging communication to the public regarding education and appeals for security and social security and about activities carried out by the Police openly. In this case, public relations play a role in disseminating leadership policy programs. In other words, public relations is tasked with bridging the relationship between the police and the community in conveying information from the police to the public, and vice versa.

The second role of public relations in fostering relationships means that public relations build good relationships that are reciprocal in forming networks with other parties that can be useful for achieving success. Sukoharjo Police Public Relations according to informants 1 and 4, build relationships by establishing communication with the internal public of the Resort Police and external public relations such as media crews, public relations of other agencies, and existing stakeholders as a form of partnership. This is done to increase synergy to achieve common interests. Meanwhile, informants 2 and 3 argue that public relations, media, and other agencies support each other to provide publication materials as a form of acceleration in equalizing perceptions to provide valid information.

The third role of public relations is as a supporter of the organization. This means that the management of a public relations organization participates to support in achieving organizational goals. All informants agreed that Polri's public relations were ready to support policies made by the leadership and police duties to achieve Polri's objectives of enforcing the law and protecting, nurturing, and serving the community. In form, public relations carry out coverage, media monitoring, and packaging of the photo, video, and news documentation related to Polri activities and policies that have been determined by the leadership to be informed to the public through social media and news portals. So that the public can obtain clear information and the security and security situation can run conducive.

The fourth role of public relations is to create an image for the organization. This is intended as the ultimate goal of the role of public relations which is not just to form relationships. However, it also increases awareness and understanding of the activities carried out

by the organization which in turn can create a good image. From the results found by researchers, public relations at the Sukoharjo Police publish the contents of Polri's activities to the public quickly, accurately, and transparently. That way the public can find out about the performance of the Police from various media that have been exposed. The hope is that the image of the Police in the eyes of the public is considered good and the Police are more trusted by the public.

From all research findings from informants, the things are done by public relations at the Sukoharjo Police fulfill the four main roles of the public. This result is also by the research conducted by Nisak [3] on the Role of Public Relations in the Police in improving the positive image of the police institution. Public Relations has a role as a communicator and builds relationships with internal and external publics in supporting management to disseminate information. Public relations has a role as a communicator and fosters relations with the internal and external public in supporting management to disseminate information. However, this is different from Purnamasari's [4] research which states that the role of public relations enhances the image of the police by acting as a problem-solving solution, and as a communication facilitator and communication technician.

5. CONCLUSION

Based on the results of interviews and discussions, the conclusions of the role of public relations in the Sukoharjo Resort Police Institute are as follows:

- Public Relations of the Sukoharjo Police as a communicator who bridges all information from the Police to the public regarding education and appeals for public order and activities carried out by the Police openly.
- Public Relations maintains a good synergistic relationship with the internal and external public of the Police which includes the media crew, public relations of other agen, cities, and existing stakeholders as a form of partnership.
- Public Relations as a supporter of the policies of the National Police leadership and the tasks of police institutional management to achieve the goals of the Police by covering, monitoring the media, and packaging documentation in the form of photos, videos, and news to be informed to the public at large.
- Public Relations creates a positive image of the National Police towards the public by publishing content of Polri activities so that the public knows the performance of the Police from various media that have been exposed.

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