



Management of Social Media by Public Relations of Kebumen Police Resort in Maintaining the Image of Kebumen Police Resort

Muhammad Iqbal Sholahuddin¹, Riski Damastuti²

^{1,2}Jurusan Ilmu Komunikasi, Fakultas Ekonomi dan Sosial, Universitas AMIKOM

DOI: <https://doi.org/10.53697/iso.v4i1.1744>

*Correspondence: Muhammad Iqbal Sholahuddin

Email: muhammad.sholahuddin@students.amikom.ac.id

Received: 12-04-2024

Accepted: 11-05-2024

Published: 15-06-2024



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Abstract: *In mid-July, the Indonesian National Police was hit by a case that became an extraordinary that caused POLRI to be highlighted by the public at that time. This was due to the many irregularities in the case that was sticking out. Then three months later, another case involving a police general emerged, causing the police to be hit by an extraordinarily large case in one year, which attracted the attention of the public, foreigners and even the President of the Republic of Indonesia. The impact of the two cases above is a decrease in trust and image of the police in the eyes of the Indonesian people. Therefore, the National Police Chief through the police public relations division, which at that time was at the forefront of increasing public trust and the image of the police in the community, optimized digital media management and several programs which could lift the image of the police in the eyes of the community, this was also done by the units under him, one of which was the public relations section of Kebumen Police, at this time Kebumen Police had managed several digital media such as Instagram, Facebook, Twitter and also TikTok, according to digital media monitoring by Kebumen Police public relations members, the image of Kebumen Police had improved again.*

Keywords: *Image, Digital Media Management, Public Relations*

Introduction

Currently, Indonesia is one of the largest internet users globally, ranking 7th with up to 185 million users as of January 2024, equivalent to 66.5% of the population (We Are Social, 2024). One significant aspect of this is the daily use of social media. Social media offers several advantages over other media, such as connectivity, openness, conversation, and community-building. It facilitates two-way communication, enabling participation, feedback, and interaction among users and the general public (Mayfield, 2008). Recognizing these advantages, the government has started using social media as a tool for more open, effective, and efficient communication. There is an urgent need for government institutions to adapt quickly, transform against negative information, and ensure that public relations and their staff are capable of producing and disseminating positive information related to government work, thereby shaping a favorable public opinion (Ministry of State Secretariat

of the Republic of Indonesia, 2020). The phenomenon of social media in Indonesian governance has become significant in information dissemination and communication. The Indonesian government acknowledges the importance of social media as an effective and efficient communication tool to expand information reach and enhance public participation in decision-making processes (Dottori, 2023; Hassan, 2024; Joshi, 2023). In recent years, the government has increased its use of social media to communicate with the public. Efforts have also been made to raise awareness of smart social media literacy to avoid the spread of inaccurate information and hoaxes.

POLRI, as part of its institution, has begun utilizing social media as a means of information dissemination. Aware of the rapid development of social media, POLRI's public relations (Humas Polri) consistently innovates to keep up with societal trends. As the forefront of public communication for POLRI, Humas Polri is enhancing synergy with the media, constructing narratives that uphold national unity and the positive image and dignity of POLRI in society.

However, from June to October 2022, POLRI's positive image dropped from 65.7% to 48.5% due to numerous incidents of police misconduct, both disciplinary and ethical. It is imperative that POLRI adheres to its motto of "Protecting, Empowering, and Serving the Community," especially in the current climate where transparency in information is demanded by the public. Negative sentiments towards POLRI stem from cases such as Ferdy Sambo with 56,040 news reports, Mario Dandy, and issues related to irresponsible behavior of police officers, slow legal handling, and various forms of corruption (Humas Polri, 2023).

One of POLRI's efforts to rebuild its reputation is through strengthening the "PRESISI" program initiated by General Listyo Sigit Prabowo, which stands for predictability, responsibility, and transparency in justice. Through this program, POLRI aims to foster greater openness with the public in both information dissemination and handling criticisms, thereby aiming to regain public trust and enhance the image of the Indonesian National Police.

Public Relations (Humas) plays a crucial role in the relationships between communities, external institutions, and the organizations themselves. It serves as a backbone division within companies, institutions, or agencies, conveying necessary information to the public about the entity (Draper, 2020; Nyagadza, 2021; Permatasari, 2021).

Humas Polres Kebumen is a section within the Kebumen Police Resort under the jurisdiction of POLRI's public relations division. The responsibilities of Humas Polres Kebumen are governed by Perpol No. 2 of 2021, concerning the Stock of Polres and Polsek, Section IV on Supervisory Elements and Assistant Leaders/Attendants, Paragraph 7 on the Public Relations Section. Article 21 mandates activities such as community relations, information production, data management, and documentation of Polres activities accessible to the public.

As stated in the aforementioned regulation, it is evident that Humas Polres Kebumen manages media management, including social and online media. Currently, Humas Polres Kebumen utilizes various digital media platforms such as Instagram, Facebook, Twitter,

and YouTube to disseminate information to the Kebumen community. Furthermore, Polres Kebumen collaborates with journalists, particularly those from online media, to expand the transparency of information beyond the local Kebumen area. This aligns with the Kapolri's program emphasizing transparency and justice, ensuring that the community receives clear and current information from Polres Kebumen while maintaining neutrality in news creation and dissemination.

Humas Polres Kebumen is recognized as one of the best-managed public relations departments within POLRI. This is evident from their performance evaluation, where the Chief of Police (Kapolres) plays a central role in assessment. Polres Kebumen achieved the 2nd ranking, following Humas Polres Blitar Kota. The evaluation was based on criteria such as the quantity of social media posts and engagement levels. This assessment was presented during the Quick Wins PRESISI Analysis and Evaluation (ANEV) on November 22, 2022.

Methodology

The research method employed aims to describe or explain a specific phenomenon or situation in its natural context without manipulating variables or measuring causality relationships. It seeks to understand and depict the context, processes, and meanings behind a phenomenon. The study is conducted within the Public Relations Section of Kebumen Police Resort (Polres Kebumen). Polres Kebumen is recognized for its excellent social media management within the Indonesian National Police, as assessed by the National Police Headquarters during the Quick Wins PRESISI Analysis and Evaluation (ANEV). Polres Kebumen ranked 2nd out of 500 police resorts nationwide, following Polres Blitar, with a total of 642 posts and 13,399 engagements on social media, achieving a final score of 9.74 out of 10. Despite having more posts and engagements than Polres Blitar, Polres Kebumen had more positive posts, specifically 60 positive posts.

The researcher conducted direct field observations and interviews with relevant parties. Data sources included primary data obtained directly from research subjects through observation and interviews, and secondary data sourced from literature and online journals focusing on public relations in the police force and social media management. Data collection techniques included observation and structured interviews. Observation involved direct observation at the Humas Polres Kebumen section, focusing on their work processes, social media management, media processing, distribution, and management. Structured interviews followed a predetermined set of questions aimed at understanding Humas Polres Kebumen's strategies in maintaining the positive image of Polres Kebumen through social media management. These interviews were conducted at the Kebumen Police Resort, specifically in the Humas Polres Kebumen section, with 4 respondents: Imam Rahmadi as the Graphic Designer and video editor, AKP Heru Sanyoto as the Head of Public Relations, Brigadir Darwin Sofyan as the Public Information Officer (Bamin Penmas), and Bripka Surya Pradikas as the Head of Information, Documentation, and Media Management (Kasubsi PIDM). The research employed triangulation to ensure data validity, involving the triangulation of sources and techniques. Triangulation of sources was used to verify data authenticity by strengthening it from various sources. Triangulation of

techniques checked data validity by examining consistency across different data collection methods: interviews, observations, and documentation. This methodological approach provides a comprehensive and rigorous analysis of Humas Polres Kebumen's social media management practices, ensuring a nuanced understanding of their strategies and impact on maintaining a positive public image for Polres Kebumen.

Result and Discussion

Dissemination Of Content Through Social Media

As the marketing team of Polres Kebumen, the Public Relations (Humas) department strategically selects social media channels that align with their target audience to foster public trust, an essential goal in their communication strategy. Kotler and Keller (2006) emphasize the social facts in marketing research, linking it to societal trends. Humas Polres Kebumen also acknowledges the evolving trends in information consumption among the public, echoing Luttrell's view that social media profoundly alters how consumers interact with brands and each other (Luttrell, 2019). In the realm of governance, social media plays a pivotal role in distributing programs, activities, or policies to the public due to its extensive reach. According to Grimmelikhuijsen et al. (Kim et al., 2016), governments can disseminate information, but it only becomes useful if citizens understand its meaning or can draw accurate conclusions from the information provided. To build public trust, Humas Polres Kebumen focuses on creating content that is informative and easily understandable for the public. Content uploaded on social media platforms is carefully curated to ensure it is informative and positive, reflecting the ethical imperative of communication ethics. This involves preventing negative content on social media and ensuring the accountability of information after dissemination, without offending any party (Amar, 2019; Paliwoda-Matiolanska, 2020; Ramos, 2020).

Humas Polres Kebumen actively engages in bi-directional communication to strengthen relationships between Polres Kebumen and the local community. Their primary goal is to cultivate trust among the public. According to Daniel Diermier's "The Trust Radar" theory, which outlines four critical aspects for enhancing trust during challenging times, these include: commitment, demonstrating the ability to make decisive choices; expertise, showcasing proficiency or assigning skilled individuals to address issues; transparency, offering pertinent and transparent information to the public; and empathy, displaying care and concern for the institution or the community in light of current circumstances (Diermier, 2014).

Based on the explanation above, the author conducted an analysis of the Polres Kebumen Instagram social media platform over the periods of June 20-26, 2022, July 10-16, 2022, and August 8-14, 2022, totaling 82 posts. The analysis utilized the Trust Radar framework. Additionally, manual calculations were used to categorize the content into four aspects. Out of the 82 posts, only 33 posts fell into the above categories, while the remaining 49 posts consisted of daily activities of Polres Kebumen such as parades or activities of the police chief. The 33 categorized posts are detailed as follows:

Tabel 1. Transparency Content

Aspect	Number of Posts	Percentage
Commitment	9	27.3%
Expertise	5	15.2%
Transparency	11	33.3%
Empathy	8	24.2%
Total	33	100%

Source: Author's data, 2024

Based on the graph above, Transparency content is the most dominant, while Expertise content is the least. This is because transparency in information is key to maintaining public trust in the community, as stated by Brown (2014). The posts that demonstrate transparency include:

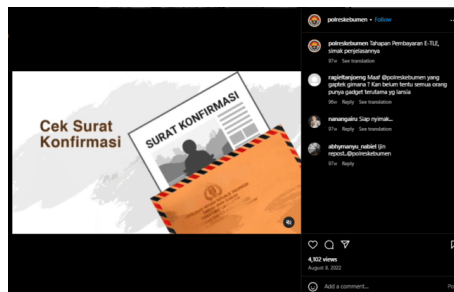


Figure 1. Transparency Content on Polres Kebumen's Instagram

These posts utilize the transparency aspect categorized by the author. One post, for instance, clearly explains how to pay E-TLE. Additionally, the second most dominant aspect on the police public relations Instagram account is Commitment. In building public trust, institutions must define clear missions, adapt to current needs, and ensure they can meet public expectations with the changes that will occur (OECD, 2000). An example of a Commitment aspect post is shown below:

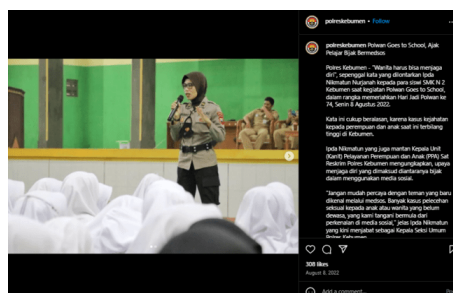


Figure 2. Commitment Content on Polres Kebumen's Instagram

The post above uses the Commitment aspect. The post features a policewoman providing guidance to students at a school, accompanied by the caption "Polwan Goes to School, Inviting Students to Use Social Media Wisely."

Involvement Of Influencers In Information Optimization

An institution must deliver messages that influence the audience. In this regard, Polres Kebumen's public relations emphasizes the creation of social media content strategies. Social media should effectively convey the message, brand, and values of the institution (Luttrell, 2019), namely POLRI. Engaging other parties for collaboration, such as utilizing influencers or members with a large following, is crucial. Influencer marketing is considered a cost-effective and highly efficient trend in marketing communication (Harrison, 2017). Influencers play a significant role in disseminating information or news to the public through social media. According to Mollen and Wilson (2010), involving trusted public figures can optimize conversations and messages in public information management.

In the millennial era, the public relations strategy of Kebumen Police Resort focuses on enhancing collaboration with various stakeholders through both conventional and social media platforms. This aims to create effective and high-quality public communication and information services, supporting transparent public information governance. Kebumen Police Resort utilizes influencers in several of their content creations, intending for these contents to be promoted not only through the police resort's own accounts but also through the influencers themselves.

Social Media Content Management of Kebumen Police Resort Public Relations (Humas Polres Kebumen)

In managing social media, communicators must effectively handle social media by organizing, managing content, monitoring interactions, and optimizing social media usage (Luttrell, 2019). The social media monitoring of Kebumen Police Resort's Public Relations involves listening to and understanding ongoing public discussions. In this monitoring process, Kebumen Police Resort's Public Relations conducts weekly and monthly monitoring through publication reports from each functional unit within the Police Resort and its precincts. Not everyone within Kebumen Police Resort's Public Relations is involved in social media monitoring; typically, only the Head of Public Relations is directly engaged due to its general monitoring nature. Therefore, specific analyses related to human resources development and budgeting are limited. Development efforts only extend to the stage of analyzing insights gathered. Data collected from various social media platforms of Kebumen Police Resort's Public Relations are compiled and reviewed based on likes and comments. This indicates that social media monitoring serves primarily administrative purposes.

Community Engagement in Developing Polres Kebumen's Social Media

In this phase, Humas Polres Kebumen determines its audience, reaches its targets, responds to the public, and engages directly with them. This aligns with Luttrell's (2019) statement that while an institution may have specific segmentation for its products in general, more specific targeting is needed in social media engagement. To build and develop Polres Kebumen's social media presence, Humas Polres Kebumen solicits feedback from the community by opening up comment sections across its social media platforms.



Figure 3. Comments on one of Polres Kebumen's social media platforms

According to Luttrell (2019), every audience member engages through comments, which reflect their experiences with the institution. This allows the public to provide feedback, complaints, or appreciation to Humas Polres Kebumen. Additionally, Humas Polres Kebumen responds to public comments, albeit often using templates. A current challenge is the lack of real-time or direct interaction, attributed to the small number of Humas members who handle almost all social media platforms alone. This situation contrasts with Luttrell's (2019) assertion that a Humas officer's primary focus should be listening to consumers/the public and engaging in direct communication to foster meaningful interactions.

Conclusion

Based on the previous discussion, it is concluded that the management of Polres Kebumen's social media is quite effective. In the sharing phase, the social media of Humas Polres Kebumen posts a lot of informative content, which is beneficial to the people of

Kebumen. The use of influencers as an effective means to disseminate information and increase engagement allows information to reach a wider audience. However, a concern is that Polres Kebumen is not very involved in direct or real-time conversations, resulting in many public complaints that cannot be addressed promptly. Overall, Humas Polres Kebumen has successfully maintained its image in the eyes of the Kebumen community.

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