

Polres Metro Bekasi Public Relations Strategy in an Effort to Implement Police Digital Information Dissemination

¹Rizky Putri Pradiyan; ²Hamida Syari Harahap; ³Ari Sulistyanto

^{1,2,3} Faculty of Communication Science, Bhayangkara Jakarta Raya University, Indonesia

*Email correspondence: rizkyputripradiyan@gmail.com

Abstract

Resort Police Metro Bekasi (Polres Metro Bekasi) is a security agency in the Bekasi Regency area. The duties run by the Bekasi Metro Police which are affiliated with the Indonesian National Police, are running the PRESISI Program. Three programs that are one of POLRI's priority programs and related to the field of communication and public services, in example Improving the quality of POLRI's public services; Realizing integrated POLRI public services; Strengthening public communication. Along with the rapid progress of information technology nowadays, the Bekasi Metro Police Public Relations began to disseminate police information digitally according to their functions. This article is a review of a collection of scientific articles that focus on public relations strategies in disseminating public information digitally. This article uses the Systematic Literature Review method, with the keywords public relations strategy, Polres public relations, information dissemination and digital dissemination. The results of the selected literature review can be concluded that in carrying out its functions, Bekasi Metro Police Public Relations utilize several communication media and social media that are currently grow so fast in society, especially in the virtual world. There are various ways of public communication transformation, such as websites use, Twitter, Instagram, Facebook and Facebook groups which are used as public communication spaces. However, it was also found that there was no adequate media for two-way interaction between Polres Metro Bekasi and the public.

Keywords: *Digital Dissemination, Information Dissemination, Polres Metro Bekasi, Public Communication, Public Relations Strategy*

Introduction

Security is a condition that is free from threats both from outside and from within the environment itself. The creation of security is indeed a shared responsibility, but every country definitely has an institution that is tasked with maintaining its security. As stated in the Law of the Republic of Indonesia Number 2 of 2002, namely, "Domestic security is the main requirement for supporting the realization of a just, prosperous, and civilized civil society based on Pancasila and the Constitution, In accordance with the Laws of the Republic of Indonesia, the institution whose role it is to protect and maintain security in this country is the Indonesian National Police. The aim of the National Police of the Republic of Indonesia is to realize internal security, which includes maintaining public order and security, being orderly and upholding the law, providing protection and service to the community, as well as fostering public peace by upholding human rights. (Undang - Undang Nomor 2 Tahun 2002 Tentang Kepolisian Negara Republik Indonesia, 2002)

Based on the description of RI Law Number 2 of 2002, it can be concluded that POLRI is an institution responsible for security in the Republic of Indonesia. POLRI's vision is the Realization of a Safe and Orderly Indonesia to support the Vision and Mission of the President and Vice President: "Forward Indonesia that is Sovereign, Independent, and Has a Personality Based on Mutual Cooperation". Meanwhile, the POLRI's mission is to protect, nurture, and serve the community by providing protection for the entire nation, providing a sense of security to all citizens, encouraging cultural progress that reflects the nation's personality, and upholding a legal system that is free of corruption, dignified, reliable, and guarantees the achievement of a sustainable environment. Polri's (*Visi Misi Polri*, n.d.). In order to consolidate his duties as protector of the country, the National Police Chief has a PRESISI POLRI policy, which consists of organizational transformation, operational transformation, public service transformation, and supervisory transformation. The PRESISI Program stands for Predictive, Responsible, Transparency, and Justice and consists of 8 Chief of Police Commitments, 16 Chief of Police Priority Programs, and 4 Police Transformation Roadmaps.



Source : <https://polresmetrobekasikota.com/polri-presisi/>

Figure 1. POLRI PRESISI

In this very rapid era of information technology, public rights related to information needs are increasing. The public's right to obtain information has been guaranteed in Article 28F of the 1945 Constitution to help interpret life events related to the public interest (Article 6 Section D of Law 40/1999), including public information about development, government,

and public services. Public information, according to Law on Public Information Disclosure No. 14 of 2008, is information content that is managed, sent, and received by a public body related to the administration of the state and public bodies. Public information must be open and accessible quickly and in a timely manner, and the process of obtaining it is not complicated.

The dissemination of information is always related to the mass media, which is used as a tool. Currently, the new mass media is quite helpful in terms of spreading information faster than the old mass media. New media commonly used for digital information dissemination are usually called internet media. Cangara explained, "Internet media is only popular in the 21st century; Google was born in 1997. Internet media can exceed the capabilities of print and electronic media. What is in the two media can enter the internet through the website. (Cangara, 2010)

Disseminating information to the general public is one of the functions of Public Relations. Polres Metro Bekasi Kota has a unit of function related to the implementation of public service transformation, namely the public relations section. The public relations section at Polres Metro Bekasi is tasked with carrying out public relations activities, producing and managing information, presenting data, and documenting Polres activities that can be accessed by the public. Cutlip, Center, and Broom stated that Public Relations is a management function established to create and maintain good and beneficial relationships between organizations and the public that can have a positive impact on the success or failure of an organization (Cutlip et al., 2009). Grunig & Hunt also define public relations as communication management, so this poses a challenge for public relations to build and develop a good public information management system by applying standards for disseminating information according to their profession (Grunig & Hunt, 1984).

Departing from the explanation above, this article will therefore discuss the strategy pursued by the Public Relations Department of Polres Metro Bekasi City in disseminating police information digitally by focusing on the results of previous research.

Method

This article is a review of a collection of scientific articles that focus on public relations strategies for disseminating public information digitally. With the above expressions, the authors use the Systematic Literature Review (SLR) method, which is a literature review that only focuses on previous research related to the main topic (Indra & Wahid, 2021). SLR is a process of identifying, assessing, and interpreting all available research evidence with the aim of providing answers to certain research questions (Kitchenham et al., 2007). This type of method is used to collect, evaluate, and synthesize existing evidence provided by research that addresses similar research questions in a pragmatic, transparent, and writable manner (Snyder, 2019).

The keywords used in this article are the Bekasi City Metro Police Public Relations Strategy and digital information dissemination. Related previous research was successfully collected through a search on Google Scholar.

Results and Discussion

Polres Metro Bekasi Kota is part of the regional unit of the Polda West Java, which is also part of the Republic of Indonesia Police Institute; therefore, Polres Metro Bekasi Kota also carries out the same policy umbrella, namely Presision. One of the PRESISI on policies related to the implementation and improvement in the field of communication and public services is called the transformation of public services, which consists of:

- 1) Improving the quality of Polri's public services
 - a. Modernization of public service center facilities and infrastructure
 - b. Strengthening the standardization of quality management and control systems in all public service centers
 - c. Increasing the status of corruption-free areas (WBK) and Clean and Serving Bureaucratic Areas (WBBM) in all public service centers
 - d. Creation of online services and delivery service systems for police services
- 2) Realizing integrated Polri public services
 - a. Improving integrated public services based on Big data
 - b. Increasing the integration of technology and communication with the media for access to services, information, complaints, and community participation.
- 3) Strengthening public communication
 - a. Strengthening public communication systems
 - b. Media relations services
 - c. Strengthening the capacity of public communication resources
 - d. Partnership with various parties

(Road Map Transformasi Polri Presisi, n.d.)

The search results for scientific articles with the keywords Metro Bekasi City Police Public Relations Strategy and digital information dissemination selected relevant articles as material for drawing conclusions, including:

Table 1. Articles

No	RESEARCH TITLE and SOURCE	METHOD	RESEARCH RESULT
1.	DIGITAL-BASED PUBLIC SERVICES IN THE NEW NORMAL ERA OF POLRES METRO BEKASI CITY Jurnal Cyber PR, Volume 2, No. 2, Desember 2022, Hal. 159 - 172	- Constructivism paradigm method, where this is a form of effort in understanding and explaining a social action that has meaning (Agus Salim, 2006). - Qualitative approach because researchers want to know and describe the strategy of Polres Metro Bekasi City in the program for using the	The strategy carried out by the Public Relations Department of Polres Metro Bekasi Kota for website-based public services in this new normal era did not make any significant changes before the COVID-19 pandemic. Currently, they are focusing on socialization online on official social media by creating messages that are packaged with a touch of animation and making concise posters that are published every day on Instagram Stories. In public services, the Polres Metro Bekasi Kota's public relations team division synergizes with the public services division to develop a strategy for website-based public services in the

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		website as a new public service, especially in this new normal era. As said by Mulyana (2008), qualitative research focuses more on process and its meaning than quantity, frequency, or intensity.	new normal era by cutting the queue quota by 50% for SIM and SKCK services. In addition, due to the high interest of the Bekasi community in SIM and SKCK services, the Bekasi City Metro Police opened public service outlets called Public Service Malls (MPP) in three shopping centers, namely Bekasi Trade Center, Pondok Gede Atrium, and Cibubur Plaza, by registering through the MPP website. and also mobile SIMs at several points in Bekasi City, with direct queues at places with limited quotas. The public relations strategy for Polres Metro Bekasi City is quite good and successful; many applicants currently know the website from social media that the Bekasi City Police manages and officers in the field who provide clear directions while still implementing health protocols. In addition, researchers also found that registrants benefited from queues registered through the website during the new normal era because they saved time and effort and avoided the possibility of spreading the virus. Website management during the new normal era has also been good enough that they reduced the number of queues for registrants on the website to avoid crowds on the field later. The public services of Polres Metro Bekasi Kota in the midst of the transition to the new normal are quite good. They continue to provide the best service for the community by implementing good health protocols, starting from distant seats to providing hand sanitizer at several points in the service location. (Ishaq et al., 2022)
2.	NEW BUREAUCRACY FOR NEW NORMAL: REVIEW OF MODELS OF BUREAUCRATIC CHANGES IN PUBLIC SERVICES IN THE COVID-19 ERA	The research method used in this paper is a qualitative descriptive method with the type of library research. Library research is a series of activities related to library data collection methods, reading, recording, and processing research materials (Zed, 2004).	The COVID-19 pandemic that hit Indonesia has brought changes to the public service bureaucracy. Bureaucratic changes occur in the dimensions of the organization and the dimensions of the new work system. In the organizational dimension, there has been a change in the bureaucratic model, which was run normally, then there was a disturbance, in this case COVID-19, requiring the organization

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	DIALOGUE Jurnal Ilmu Administrasi Publik Vol 2, Nomor 1, Juni 2020		to make changes to the new normal, whereas in the work system dimension, there are two choices, namely working at home or continuing to work in the office while still implementing health protocols. Bureaucratic changes are strongly influenced by the support of human resources and infrastructure. The condition of COVID-19 requires ASN to produce creativity and innovation in public services. Various online-based services are increasingly being massively implemented in public service delivery. However, there are still several obstacles where the bureaucracy is still not responsive in providing services to the community, so it is necessary to improve the quality of public services so that the level of public satisfaction with government services is higher even in the conditions of the COVID-19 pandemic. Another thing that is no less important is that the health and safety of ASN and the community is a top priority that must be considered in the COVID-19 condition. Therefore, the implementation of public services throughout Indonesia must be in accordance with health protocols so that the chain of distribution of COVID-19 ends soon and public services continue to run normally. (Taufik & Warsono, 2020)
3.	ELECTRONIC TILANG (E- TILANG) PROGRAM INNOVATION IN IMPROVING PUBLIC SERVICES AT POLICE RESORT (POLRES) KEDIRI Publika Jurnal Ilmu Administrasi Negara Vol. 6 No.2 (2018)	The type of research used in this study is descriptive research with a qualitative approach.	The innovation of Electronic Tickets (E-Tilang) at the Kediri Police Headquarters has been going well and has been accepted by the public, especially people who have used the Electronic Ticketing system (E-Tilang). This can be seen from an analysis using the theory of innovation success factors according to Cook, Matthew, and Irwin, namely: 1. Leadership, or what is meant by leadership, is shown by the role and responsibilities of the Kediri Police Chief as a leader who has tried to embrace, foster, and provide motivation to all parties to create innovation. It is proven

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			by the motivation that has been given by the Head of the Kediri Police to move members of the police at the Kediri Police to create an Electronic Ticketing Innovation (E-Tilang) and make the Kediri Police the pioneer of the first information technology-based service innovation in Indonesia for police agencies. 2. Management and organization in this study are demonstrated by the existence of a vision, mission, and strategy for developing Electronic Ticketing (E-Tilang) innovations. This strategy includes outreach to the public regarding innovation, human resource development in the form of training police officers regarding Electronic Ticketing (E-Tilang) innovations, and parties involved in creating and developing Electronic Ticketing (E-Tilang) innovations, namely parties from The National Police as the enforcer, the District Court as the breaker of fines, the District Attorney as the executor to execute the number of fines, and the last party is from Bank BRI because there are transactions that use the services of Bank BRI. 3. Risk management, or what is meant by an assessment of the risks or obstacles faced in the present or in the future in the process of implementing innovation In the implementation of the Electronic Ticketing (E-Tilang) innovation at the Kediri Police, there are still obstacles, where the community as traffic offenders is still required to go to the District Attorney's Office to take a decision letter, which is used as evidence by traffic

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			violators to disburse the remaining ticket fines at the Bank BRI, as well as other obstacles felt by police officers regarding applications on Electronic Tickets (E-Tilang), which are often in trouble because there is only one application server and is used throughout Indonesia 4. Human capital, or what is meant by human resource capabilities, is the importance of training and skills development that must be carried out by officers aimed at creating professionalism for implementing innovation. In implementing the Electronic Ticketing (E-Tilang) innovation, the Kediri Police sent several representatives from the Kediri Police Traffic Unit (Satlantas) who had been given training by the East Java Police Traffic Corps (Korlantas) team. 5. Technology, or what is meant by technological sophistication, is used in the implementation of an innovation. The Electronic Ticketing (E-Tilang) innovation at the Kediri Police has used the Online Ticketing Application (E-Tilang Polri) from Korlantas, where the E-Tilang system originates from the Joyoboyo Term application, as a pilot. The application developed by Korlantas can be used by all police agencies in Indonesia. (Salsabila et al., n.d.)
4.	PUBLIC SERVICE INNOVATION IN THE FRAMEWORK OF INCLUSIVE ECONOMIC DEVELOPMENT IN BEKASI CITY Jurnal Kebijakan dan Inovasi Daerah	This study uses the literature review method.	With innovation in Bekasi City, it can increase the effectiveness of public services in Bekasi City, increase synergy between parties in realizing integrated public services, and participate in building effective, accountable, and inclusive institutions at all levels. The availability of a sufficient number of officers at the 24-Hour Service of Polres Metro Bekasi

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	Vol. 1, No. 1, 2022		City greatly helps the community obtain their rights in obtaining public services (100% of those who come can be served according to the queue number), there is no more queue accumulation at service locations, and the community becomes more comfortable in providing services. In practice, it has added value by providing 24-hour service; this is also the uniqueness of this innovation. Meanwhile, with innovation by bringing the High Speed Tax Reklame Service closer to the community with a ball pick-up system implemented at malls in sub-districts throughout Bekasi City, this can increase Regional Original Revenue (PAD) during the COVID-19 pandemic, where the implementation of High Speed Tax Service advertisements are socialized through social media, websites, and leapleat. (Abinda Firdaus et al., 2022)
5.	DRIVE-THRU SERVICE INNOVATION AT ROKAN HILIR REGENCY POLRES Jurnal Hukum, Politik Dan Ilmu Sosial (JHPIS) Vol.1, No.4 Desember 2022	The type of research in this research is qualitative research with a descriptive method.	1. Drive-thru service innovation at the Rokan Hilir District Police has not been effective and optimal. This is because innovation is not in accordance with the indicators of Everett M. Rogers' innovation theory in Anjani et al. (2019: 192), namely suitability and innovation in the form of applications that have utilized technology in accordance with the times, but use is provided only for Playstore users and cannot be used in the Appstore. Also seen from the indicators of complexity, drive-through service innovation has complications, namely the SKCK application that has not been registered with the central office and networks that prevent work from taking a long time. and there are still many people who come to the office to arrange services. 2. Factors that hinder drive-through

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			service innovation at the Rokan Hilir District Police The first inhibiting factor was direct socialization, which was only carried out once at the inauguration of the drive-through service by the Rokan Hilir District Police. It cannot be said to be optimal, and as a result, there are still many people who do not know about the existence of drive-through services. The second inhibiting factor is Human resources; existing applications have not been registered by the center, and there is still a lack of officers implementing drive-through services. The third inhibiting factor is the lack of public understanding of innovation; there are still people who do not understand the procedures for using applications and how to manage services in drive-through service innovations. (Indayu Putri, 2022)
6.	POLMAS IMPLEMENTATION IN PREVENTING BRAWL: A CASE STUDY OF BEKASI METRO POLRES Jurnal Pemikiran Sosiologi Volume 7 No. 1, Januari-Juli 2020	This study uses a qualitative approach, namely a method to explore and understand the meaning of a problem. The type of qualitative research chosen is a case study	Broadly speaking, the implementation of the community policing program for early detection of brawls at Polres Metro Bekasi City has been carried out, but there is still something that needs to be improved due to the lack of officers so that the program is not optimal. In terms of the Polmas implementation process for early detection of brawl cases, members of the Bhabinkamtibmas Polres Metro Bekasi City carry out 12 community policing principles that are also listed in the Police Chief's Perkap Number 7 of 2008 Concerning Basic Guidelines for Strategy and Implementation of Community Policing in Carrying Out Police Duties, which include: communication intensive, establishing equality, establishing partnerships, transparency, implementing the principles of accountability, implementing the principles of

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			participation, personalization, decentralization, autonomization, pro-activity, problem-solving orientation, and service. Efforts to detect early incidents of brawls by Bhabinkamtibmas Polresta Kota Bekasi are based on the theory of broken windows, namely that before the occurrence of brawls, it is necessary to prevent them by solving small problems that cause brawls, such as imposing curfews, monitoring social media, supervising teenagers who join communities that cause brawls, and so on. (Setiawan, 2020)
7.	Study OF Public Information Policy Implementation (Evaluation Study of Information Dissemination Program at Dishubkominfo Bangkalan Regency 2012–2015)	Evaluative research with a quantitative approach is a positivistic method because it is based on the philosophy of positivism, where viewing reality, symptoms, and phenomena can be clarified, relatively fixed, concretely observable, measurable, and causally related. In this study, qualitative data was also obtained to strengthen the interpretation of quantitative data.	The results of this study are that the community considers that the message conveyed can be understood, but the information message is not sufficiently in accordance with the information needs that are cooled by the community, so that the message conveyed through dissemination media in general fails to persuade the public to behave in accordance with the purpose of conveying the message. This is because Dishubkominfo, in its program planning, has never carried out a situation analysis, so it does not have a clear specification of objectives in its program of activities. And cannot develop a synergistic communication strategy to produce effective and efficient programs and program activities based only on fulfilling the use of the budget according to the minimum service standards (SPM) that have been determined. (Arifin, 2016)

Conclusion

The results and discussion related to the Public Relations strategy of Polres Metro Bekasi Kota in an effort to carry out the dissemination of police information digitally, seen from the literature review of previous research, can be concluded as follows:

1. The transformation that has been carried out is still limited to public services, which were originally conventional in form but are currently experiencing progress in terms of using the website.
2. The dissemination of information carried out by Public Relations of Metro Bekasi City has begun to take advantage of social media that is currently developing among the public, especially in cyberspace, including Twitter, Instagram, and Facebook.

3. Public service innovation is not only carried out at Polres Metro Bekasi Kota but in all parts of the Indonesian National Police..
4. The transformation and innovation carried out by the Public Relations Department of Polres Metro Bekasi Kota are still based on the Indonesian National Police Agency. This indicates that Government or Institutional Public Relations have the same umbrella of duties and have been regulated by the applicable law

From the conclusions above, there are several suggestions that can be used as references, namely:

1. Research using qualitative methods in order to find out what strategies are being carried out by the Bekasi Metro Police Public Relations in carrying out one of its functions, namely police digital dissemination.
2. Research in the context of computer-mediated communications (CMC) is related to whether there are any applications that are being used as a communication space between the police and the public.
3. P Research using quantitative methods to measure the level of public satisfaction with digital dissemination that has been carried out by the Public Relations Department of Polres Metro Bekasi City

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