

Central Java Regional Police Cyber Public Relations Strategy in Improving the Institution's Image

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Abstract

Public Relations (PR) plays an important role in building an institution's image through strategic communication. In the Central Java Regional Police, Cyber Public Relations (CPR) is the main strategy in conveying information effectively to the public. CPR is used to educate the public about various police operations, such as traffic security during big days, to ensure transparency and openness of information. This study aims to analyze the Central Java Regional Police's CPR strategy in building a positive police image, improving communication with the public, and ensuring transparency of information in the digital era. CPR utilizes various digital platforms, such as Instagram, Facebook, Twitter, and the official Polda website, to establish more interactive and open communication. With a descriptive qualitative approach, this study found that CPR plays an important role in improving the police's image, strengthening relations with the public, and maintaining the institution's positive identity. This strategy allows the police to be more responsive to public aspirations and changes in digital trends. In the ever-evolving digital era, CPR is a strategic tool for the police to stay relevant, build public trust, and ensure more effective openness of information.

Keywords: CPR, Police Image, Strategic Communication, Information Transparency, Digital Media

Abstrak

Public Relations (PR) berperan penting dalam membangun citra lembaga melalui komunikasi strategis. Di Polda Jawa Tengah, Cyber Public Relations (CPR) menjadi strategi utama dalam menyampaikan informasi secara efektif kepada masyarakat. CPR digunakan untuk mengedukasi publik mengenai berbagai operasi kepolisian, seperti pengamanan lalu lintas saat hari besar, guna memastikan transparansi dan keterbukaan informasi. Penelitian ini bertujuan menganalisis strategi CPR Polda Jawa Tengah dalam membangun citra positif kepolisian, meningkatkan komunikasi dengan masyarakat, serta memastikan transparansi informasi di era digital. CPR memanfaatkan berbagai platform digital, seperti Instagram, Facebook, Twitter, dan website resmi Polda, untuk menjalin komunikasi yang lebih interaktif dan terbuka. Dengan pendekatan kualitatif deskriptif, penelitian ini menemukan bahwa CPR berperan penting dalam meningkatkan citra kepolisian, mempererat hubungan dengan masyarakat, serta menjaga identitas positif institusi. Strategi ini memungkinkan kepolisian lebih responsif terhadap aspirasi publik dan perubahan tren digital. Dalam era digital yang terus berkembang, CPR menjadi alat strategis bagi kepolisian untuk tetap relevan, membangun kepercayaan masyarakat, serta memastikan keterbukaan informasi secara lebih efektif.

Kata Kunci: CPR, Citra Kepolisian, Komunikasi Strategis, Transparansi Informasi, Media Digital

INTRODUCTION

The police are law enforcement officers tasked with protecting, serving, and serving the community and upholding justice in accordance with applicable regulations. However, the public believes that many police officers have committed acts that they should not have. This has lowered the reputation of the Police in the eyes of the public due to various cases involving police officers, such as drug abuse, assault, and various reprehensible behaviors that have harmed public trust. The decline in the positive image of this institution is not only caused by internal factors, such as weak supervision and discipline of members, but is also influenced by broader sociological factors (Sinaga & Warsito, 2023; Fazora et al., 2024). Inequality in urban growth, socio-economic disparities, and diverse cultural dynamics also complicate the challenges faced by the Police in maintaining their professionalism and integrity. Public Relations (PR) is a crucial role in various fields, including government agencies, educational institutions, and companies (Adnjani et al., 2020). Its main task is to maintain and improve the image of an institution or company in the eyes of the public through planned and structured communication. PR acts as a bridge between the company and external parties such as the public, and aims to communicate organizational policies transparently (Thomas & Omojunikanbi, 2023; Putri & Sulhani, 2024; Nur et al., 2024). The development of communication technology has had a significant impact with the emergence of online public relations that utilizes the internet to build closer interactions with the public. Through social media, websites, and other digital platforms, online public relations enables institutions to convey information quickly, transparently, and effectively, and respond to various issues that develop in the public.

In 2022, the image of the Indonesian police was damaged by a series of incidents that surfaced in the media. One of them was the murder of Brigadier Nofriansyah Yosua Hutabarat by Ferdi Sambo, which shook public trust in the police institution. The problem was further compounded by a drug possession case involving Inspector General Teddy Minahasa Putra, the East Java Police Chief at that time. The tragedy in Kanjuruhan, Malang, which killed 130 people due to tear gas fired by the police also worsened the image of the police. Amidst various events that affect the image of the police, the Public Relations of the Central Java Regional Police (*Polisi Daerah Jawa Tengah/Polda Jateng*) continues to play an important role as a communication bridge between the police and the public through the mass media. They strive to maintain a positive image by establishing good relations with the media crew, providing accurate information, and managing public perception of the police institution. The existence of public relations is becoming increasingly crucial in the digital era, where information spreads rapidly through various online platforms (Stoldt et al., 2020; Pranata et al., 2023). To face this challenge, the Public Relations of the Central Java Regional Police implements a Cyber Public Relations (Cyber PR) strategy as the main approach in reputation management. Cyber PR allows public relations to adapt to technological developments and provide quick and appropriate responses to issues that develop on social media (Amodu et al., 2019; Quesenberry, 2020; Qurniawati et al., 2024). By utilizing digital media such as official websites, social media, and other interactive communication channels, it can convey transparent information, clarify incorrect news, and build positive engagement with the community (Chen et al., 2020; Arshad & Khurram et al., 2020; Handoko et al., 2024).

This approach not only increases information transparency, but also strengthens the relationship between the police and the public, creates trust, and ensures that the image of the Police is maintained despite facing various challenges in the dynamic digital era (Walsh &

O'Connor, 2019). Previous research has provided valuable insights into Cyber Public Relations (CPR) strategies, but there is still a significant research gap, especially in the context of CPR implementation in police institutions, especially the Central Java Regional Police. Currently, there is no research that specifically explores CPR strategies to improve the image of the police institution. Therefore, this study aims to fill this gap in knowledge by focusing on developing CPR strategies that are appropriate to the unique context of the police institution. This study will provide a new contribution to the CPR literature by exploring how CPR can be implemented effectively in police institutions, especially in the context of the Central Java Regional Police. It is hoped that this study can provide a deeper insight into how technology and digital media can be utilized as strategic tools to improve and enhance the image of the police institution in the eyes of the public. By identifying and exploring CPR strategies that fit the dynamics of police institutions, this study is expected to provide practical guidance for CPR practitioners within police institutions as well as provide a basis for further theory development in this domain. The formulation of the problem in this study is how is the effectiveness of the Central Java Regional Police's public relations strategy in improving the image of the police institution, the influence of cyber public relations and the stages of implementing cyber public relations at the Central Java Regional Police.

METHODS

This study uses a descriptive qualitative method to investigate the Cyber Public Relations strategy in the Police Institution, especially the Public Relations of the Central Java Regional Police (Anggito & Setiawan, 2018). This method was chosen because it is more appropriate to describe the complexity of Cyber Public Relations implementation through data collection in the form of words and images. Descriptive qualitative research aims to describe the characteristics of a group, practice, or event and understand the meaning behind the observed phenomena. With this approach, the study covers various aspects of Cyber Public Relations implementation, providing a deeper understanding of the digital communication strategies used by the police in building public image and engagement. The validity of the findings is guaranteed through the triangulation method, which combines various analysis techniques to obtain a more comprehensive picture. Triangulation allows researchers to compare data from various sources to increase the validity of the research results. Although qualitative data analysis takes longer, its advantage lies in the in-depth exploration of complex and contextual issues. This study does not aim to generalize the results, but rather to understand the context and meaning behind the police's digital communication practices. The focus of the study is to explore how digital-based communication strategies can improve the effectiveness of police public relations with the wider community. Thus, the results of this study are expected to provide valuable contributions in understanding Cyber Public Relations strategies in the digital era, as well as increasing transparency, credibility, and public involvement in police agency communications.

RESULTS AND DISCUSSION

The communication media used by the Central Java Regional Police are Website, Instagram, Facebook, Twitter and Tiktok. The Central Java Regional Police utilizes the website as the main communication tool with the public. Through the website, the Central Java Regional Police Public Relations can convey information and activities effectively. This platform helps the public get the latest news about police policies and services. In addition, the

website facilitates interaction between the police and residents in providing input and reports. Thus, the presence of the website increases transparency and accessibility of information from the Central Java Regional Police. The Central Java Regional Police Public Relations utilizes Instagram as the main platform in its cyber public relations strategy. The resource person emphasized that Instagram is very popular among the public. This platform is used to spread positive content and increase interaction with the public. Through Instagram, the Central Java Regional Police Public Relations can convey information quickly and attractively. Their official account can be accessed via @humas_poldajateng to get the latest news and updates.

The Central Java Regional Police Public Relations does not only rely on Instagram, but also actively uses Facebook as the main tool in disseminating information. Facebook is considered an effective technology in their cyber public relations strategy. With this platform, they can improve the image of the institution by delivering informative and positive content. In addition, Facebook allows the Central Java Police Public Relations to reach a wider audience without any limitations. The existence of this platform strengthens the relationship between the police and the public through more open and interactive access to information. The Central Java Police Public Relations utilizes Twitter, previously known as the X platform, as the main media in public communication. This platform provides a wide reach, allowing information to spread quickly. Through Twitter, they can share news, activities, and appeals to the public in real time. The existence of this platform also helps in building a positive image of the institution with transparency and openness of information. Thus, Twitter is an effective tool for the Central Java Police Public Relations in strengthening relations with the public. Technological developments are changing the way people access information, with social media such as TikTok becoming increasingly dominant. TikTok users in Indonesia reached 92.07 million, making it one of the countries with the largest number of users (Lantiva, 2024). Seeing this trend, the Central Java Police Public Relations utilizes TikTok as an effective communication medium. This platform helps them reach a wider audience through informative and interactive content. Thus, TikTok becomes a strategic means of increasing public involvement in police information.

Fact Finding

Fact finding is the first stage in the Cutlip, Center, and Broom communication model. At this stage, public relations identify and understand relevant issues and the goals to be achieved. This includes not only finding issues, but also ensuring accurate information to avoid misunderstandings based on false opinions. Research shows that the Central Java Regional Police have a goal to improve their institutional image, especially after a conflict involving police officers. The Central Java Regional Police Public Relations strives to change the public's view that tends to view the police negatively, especially in response to events in the community. In this effort, Cyber Public Relations is their main focus. Through social media and digital technology, public relations can disseminate information about the police's achievements and positive involvement in the hope of changing the public's negative view to be more positive and responsive to police performance.

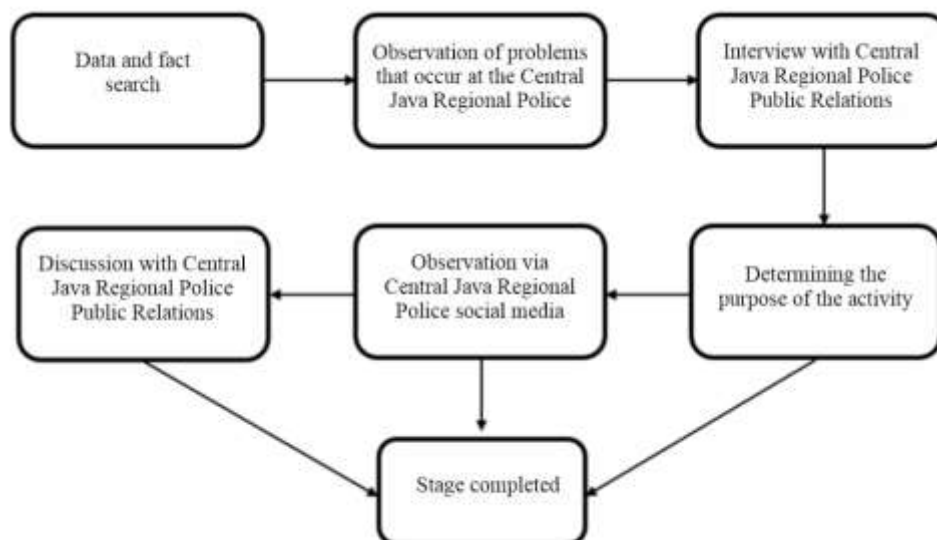


Figure 1. Fact Finding

Cyber public relations strategy planning stage

From the interview with the resource person as key informant 1 on March 9, 2024, it was seen that the Public Relations of the Central Java Regional Police had carried out a Cyber Public Relations strategy planning with a main focus on the use of social media. They actively use Instagram and the official Polda website as the main platforms to convey information. The resource person explained that this strategy was carried out by studying social media in depth, setting clear public targets, and planning effective publication techniques and processes. They also schedule content to ensure consistency in the dissemination of information. The implementation of the strategy was carried out according to the plan that had been prepared. Thus, careful planning and based on a good understanding of social media helps the Public Relations of the Central Java Regional Police in achieving their goal of improving the image of the institution in the eyes of the public through the Cyber Public Relations strategy.

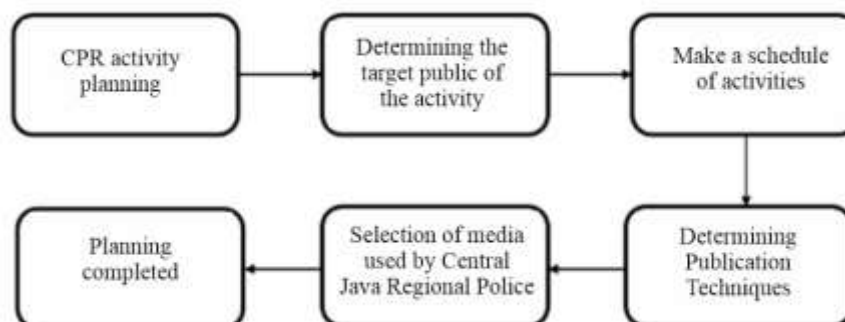


Figure 2. Cyber public relations strategy planning stage

Action and Communication

Based on an interview with a resource person as key informant 1 on March 9, 2024, the Public Relations of the Central Java Regional Police has implemented a Cyber Public Relations strategy with a primary focus on social media, especially Instagram. They use Instagram as the

primary tool to disseminate positive information and activities to the public. The resource person explained that the Public Relations of the Central Java Regional Police conducts routine publications, such as on Friday blessings, where they upload content that displays positive activities. This aims to build public trust and improve the positive image of the police institution in the eyes of the public. In addition to Instagram, they also utilize other social media such as Twitter, TikTok, and Facebook, but Instagram remains the main focus because of its high popularity among the public. This strategy has proven effective in increasing the visibility of the Central Java Regional Police and helping to build a more positive image. With a structured approach and active dissemination of information, the Public Relations of the Central Java Regional Police has succeeded in reaching more people and increasing transparency and openness to police activities. This reflects the importance of Cyber Public Relations in changing negative perceptions to more positive ones in communicating with the public.

Relationship between Public Relations Strategy, Cyber Public Relations and Institutional Image

Cyber Public Relations (CPR) plays a crucial role in managing the image of the police institution in today's digital era. By utilizing online platforms such as social media and websites, CPR allows the police to communicate information directly to the public quickly and efficiently. The use of social media by the police not only influences public perception, but also improves response to emerging issues and crisis situations. Active interaction and online dialogue strengthen relationships with the community, promote positive activities, and strengthen institutional transparency. A responsive approach to public feedback allows the police to better manage their reputation, maintain the relevance of digital communications, and build a positive image. In addition, a targeted communication strategy helps build trust and increase public participation in maintaining security. By utilizing social media effectively, the police can disseminate accurate information, clarify hoaxes, and reduce panic during a crisis. The combination of transparency, participation, and strategic communication ensures that the institution remains trusted and relevant in the digital era. CPR plays an important role in forming sustainable positive perceptions and strengthening the legitimacy of the police as a professional institution that is responsive to the needs of the community.

This study involved observations of the Central Java Regional Police's social media and interviews with key informants and supporters. The results of the observation provide an overview of the strategies used by the Regional Police in Cyber Public Relations. In-depth interviews with informants helped in obtaining more detailed data, especially those that were not observed through social media. This study aims to fill the gap in the literature on the implementation of Cyber Public Relations, especially in the context of the police institution. The Cyber Public Relations activities of the Central Java Regional Police aim to improve the image of the institution and disseminate information to the public. The informant emphasized that this strategy is effective in educating the public about various operational activities of the Regional Police, including traffic operations aimed at creating a sense of security, especially during big days. This method utilizes social media such as Facebook and Twitter which are connected to the official website of the Regional Police, allowing direct communication between the Police and the public. With this approach, the Central Java Regional Police can convey information quickly, transparently, and interactively, strengthen relations with the community and increase public trust in the police institution. This is in line with research by

Septiyani & Sari (2021), Ganiem & Agustina (2023), and Fatimatuzzohroh et al. (2024), that the implementation of Cyber Public Relations is effective in improving the image of the Institution.

In addition, Cyber Public Relations also helps ward off hoaxes and misinformation that can cause unrest (Yoedtadi & Adina, 2021; Pinandhita et al., 2024). With an integrated digital communication strategy, the Central Java Regional Police can respond to various issues quickly, ensure that the public gets accurate information, and increase public participation in maintaining security and order. This study focuses on the results of interviews and observations related to cyber public relations strategies to improve the image of the institution. The Central Java Regional Police Public Relations plays an important role in providing information about police activities and administrative services such as SKCK and SIM processing to the public. This activity is conveyed through social media using modern technology. Through this cyber public relations strategy, it is hoped that public information can be fulfilled and the image of the institution can be improved effectively.

CONCLUSION

From the results of the analysis of the implementation of Cyber Public Relations (CPR) by the Public Relations of the Central Java Regional Police, it can be concluded that this strategy plays an important role in improving the image and openness of the police institution in the eyes of the public. Through the use of social media such as Instagram as the main platform, the Public Relations of the Central Java Regional Police has succeeded in effectively conveying positive information and activities to the public. Routine and responsive publications to current issues through CPR not only build trust and closer relationships with the public, but also help ease tensions in crisis situations. The adoption of this technology allows the police institution to adapt to digital dynamics, maintain transparency, and strengthen their positive identity in daily services and interactions with the public. Based on the analysis of the implementation of Cyber Public Relations (CPR) by the Public Relations of the Central Java Regional Police, it can be concluded that this strategy plays a crucial role in improving the image and openness of the police institution in the eyes of the public. By using major social media such as Instagram as the main platform, the Public Relations of the Central Java Regional Police has succeeded in effectively conveying positive information and activities to the public. Routine and responsive publications to current issues through CPR not only build trust and closer relationships with the public, but also help ease tensions in crisis situations. Adopting this technology allows police agencies to continue to adapt to digital dynamics, maintain transparency in their services, and strengthen the positive identity they build through daily interactions with the public. To maximize its impact, it is recommended that the Central Java Regional Police Public Relations continue to optimize the use of social media, expand the reach of content, increase responsiveness to public feedback, continue staff training, and routinely evaluate and adjust the CPR strategies they implement. With these steps, it is hoped that police agencies can maintain and improve their positive image amidst the current dynamics of digital communication.

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