

THE ROLE OF PUBLIC RELATIONS IN IMPROVING THE POSITIVE IMAGE OF THE POLICE INSTITUTION IN THE WEST SUMATERA REGIONAL POLICE

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Abstrak

The negative view of general society towards the police can basically be changed through its ethical messages done by Police Advertising. Reason To figure out the job, hindrances and endeavors made in working on the picture of the West Sumatra police organization. The analysis method uses interactive Miles and Huberman (Sugiyono, 2018: 246). The discoveries show that advertising assume a significant part in working on the positive view of police associations 1) The capability of advertising in working on the positive picture of the police organization via doing its principal obligations and capabilities directed by the yearly, month to month, week by week, and day to day action designs that have been set. 2) Impediments to Police Advertising are still absence of familiarity with Polri individuals to broadcast their exercises as a Police officer, Numerous regions are not covered by web signal access so that individuals who don't have the foggiest idea about the improvement of different exercises that have been completed by the Polda so it turns into an obstruction for Advertising with an end goal to work on the positive picture of the Public Police. Furthermore, the negative public reaction to the Public Police foundation likewise adds to the rundown of deterrents toward the West Sumatra Police Advertising that should be tended to right away, so as not to harm the positive picture of the Public Police. 3) To defeat impediments in working on the positive picture of the Public Police and building relations with neighborhood and public media.

Keywords

Communication, Public Relations, Image, Police.

I. INTRODUCTION

The police force is a regulation implementer who is consistently at the front under the watchful eye of examiners and judges. Authorities of the Public Police of the Republic of Indonesia in completing their obligations generally act in light of legitimate standards and regard strict standards, tolerability, respectability, and maintain common freedoms. The establishment of policing was made by and for individuals; In this way, they should step up to the plate and act as workers and protectors of society Not with standing, the

more significant the connection between the police and the general population, it is sure that public confidence in the police is declining because of the official's unfortunate public picture. Albeit the connection between the Public Police and the local area is vital, it can't be rejected that the degree of public confidence in the police is diminishing because of the negative impression of general society in the police body.

In its turn of events, the Police is a defensive figure yet in addition frequently turns into a terrifying scourge for society overall. This is on the grounds that the fundamental ethics and morals of the Public Police are esteemed by the local area have blurred. At the point when the figure of the police shows up with an unnerving face, spooky and legitimate characteristics, the general population surveys the police as local area saltines, beating devices, unbending regulation implementers, and figures who have vicious way of behaving, so the police are represented as startling figures. This then makes the picture of the Public Police according to the public negative and startling.

Likewise, the rise of different slanted news about the Public Police organization and the negative activities of its people significantly impacted popular assessment and brought down the picture of the Public Police according to the general population. As indicated by Rahayu (2014) picture is an individual's perspective on an item, like an association or establishment. Besides, Rahmadiani, W. (2023) expressed that foundations or associations that have a decent picture and notoriety for the most part have six things, including: Great associations with local area pioneers; Positive associations with nearby states; A feeling of satisfaction in the association and interest group; Shared understanding between interest groups, both inner and outside; As well as expanding the dependability of the individuals from the association or organization.

In 2023, there are such countless cases including deceitful cops that individuals have a terrible perspective on the police. Among them, the rise of the instance of Brigadier J's demise which was considered odd, the Kanjuruhan misfortune where the Police abused weapons locally, there were cops who deserted the family (serious betrayal), supported betting with a few networks. There were likewise cops who beat and abused one individuals, and a few times police were seen wearing garbs and watch vehicles or cruisers at fast completing pungli activities.

This whenever left uncontrolled can cause negative opinions and absence of public compassion and sympathy for the Public Police which eventually influences the picture of the Public Police according to the general population. Pictures are shaped in light of the information and data an individual gets. The picture of an association or organization is shaped through an individual's five detects which are coordinated with the improvement of information and previous experience and afterward deciphered through the manner in which he perspectives or gives decisions through mentalities towards the association or organization. Thusly, as a policing, the police ought to introduce a decent picture before people in general to be as per their obligations and capabilities as specified in the law.

Strategies are typically used in public relations to create the desired favorable image. is an endeavor to fulfill the organization's primary objectives. A company's or organization's image is what the general public believes about them based on their expertise and experience. Due to the fact that each person's knowledge and experience are unique, the perception of this corporation or organization may alter. Enhancing audience knowledge and experience is the constant goal of public relations in order to provide the public the best and most accurate picture of the company or organization in question. For businesses or government agencies involved in providing public services,

building an image is crucial to winning over the audience's trust and to preparing for any roadblocks in the process of forming the image.

Drawing from the established background, the following research issues are raised: 1. What is the function of public relations in enhancing the positive perception of the police department? 2. What challenges does public relations encounter in enhancing the favorable perception of the police department? 3. What are the public relations initiatives aimed at surmounting challenges to enhance the favorable perception of the West Sumatra Regional Police. Furthermore, the goal of this study is to ascertain the role that police public relations plays in enhancing the perception of police institutions, as well as the challenges that public relations faces in enhancing the positive perception of police institutions and the measures taken by public relations to surmount these challenges in the context of West Sumatra Regional Police.

II. THEORY

1. Communication

Due to this, communication is extremely important to human existence, and as such, we must both give it careful consideration. Humanity is susceptible to the effects of communication with other humans, whether they are familiar or not. Interpersonal communication, also known as interpersonal communication, is the process by which individuals create and strengthen their bonds with one another while using tactful restraint while creating new things. More specifically, peer-to-peer communication is a systematized process that occurs often and varies in time (Budyatna & Ganiem, 2011).

Direct contact, which in this instance is personal, can occur either through the medium or directly without it. Examples of communication that takes place in person include phone calls and personal letters. This exchange of information covers a lot of ground on how a relationship develops, progresses, and ends. Subtopics in interpersonal communication include, but are not limited to, marriage, family, friendships, and professional connections.

The interactions that take place in small groups, when several individuals collaborate to accomplish a shared objective, are the main emphasis of group communication. There are disagreements on the ideal size of a small group—some suggest that it should be no more than five or seven people—but everyone agrees that it should be at least three. Group dynamics, the effectiveness and efficiency of information delivery in groups, patterns or forms of interaction, and cohesive decision making—a sense of unity in the group synergy as a process from various points of view to overcome various problems—are all central to group communication.

Sending and receiving different organizational messages among official and informal groups inside an organization is known as organizational communication (Romli, 2011). Formal, informal, interpersonal, and group communication are all part of organizational communication. Human interactions, communication, organizational procedures, organizational culture, and organizational structure and function are the main topics of debate.

Verbal and non-verbal communication are the two categories into which Effendy, (2015). divides communication in interpersonal interactions. All conscious contacts, whether verbal or nonverbal, fall under the heading of purposeful intentional communication with another person. This includes symbols or messages that employ one or more words. Language is a system of symbols with rules and combinations of these symbols that are used to comprehend societies. It is also utilized in spoken codes. Any communication that doesn't use words is considered non-verbal.

All stimuli in a communication system are included in this communication, with the exception of vocal stimuli, which are intended for the sender or recipient. We sometimes transmit nonverbal signals without recognizing their significance to other people. According to the definition, communication is the process of conveying information to individuals, groups, organizations, and communities while also utilizing it to establish connections with the outside world. Generally, both parties can understand each other when communication is done vocally and nonverbally.

2. Public Relations

Public relations (PR) is the endeavor of an organization to uphold favorable and reciprocal connections with many stakeholders, including the press, staff, clients, and the broader society. PR is typically handled by a separate department or division inside a business, particularly larger ones that need significant resources to build public relations. In addition to preserving and enhancing beneficial ties with stakeholders including consumers, investors, the media, the government, and the general public, PR aims to create a favorable perception of the company or organization in the eyes of the public. The Institute of Public Relations defines public relations as the comprehensive, organized, and ongoing endeavor to foster and sustain mutual understanding and goodwill between an organization and all of its audiences (Nova, 2011: 45).

3. Image

Ruslan (2016: 75) asserts that while image is the primary objective, the field of public relations also has a reputation to uphold and accomplishments to be made. Although the concept of a picture is abstract (intangible) and cannot be quantified technically, the outcome of excellent or bad assessments might give rise to an impression of its shape. Examples include both favorable and unfavorable reactions and acceptance, particularly those that originate from the general public, the intended audience, and the larger community.

"Image: the impression, the feeling, the conception which the public has of a company; a consciously created impression of an object, person, or organization," according to Bill Canton, was stated in Ardianto and Soemirat (2021: 111). An image is a perception that the public has of the company or itself; it is an impression that is purposefully made of a person, thing, or organization. Therefore, in order for the image to be positive, it must be intentionally constructed. Ruslan (2020: 19) cited Edward L. Bernay of the University of Oklahoma Press as saying that there are three primary purposes for public relations, which are as follows: 1. Giving the general public or the public information. 2. Make an appeal to society or the general public to alter their views and actions. 3. Take numerous steps to ensure that the public and the company or institution share the same attitudes and behaviors, or vice versa.

III. METHOD

This study employed a qualitative descriptive technique with the following phases in its implementation based on its characteristics: (Noor, 2010) Initially, a difficulty Identify the kind of information that is needed; Determine the methods for gathering data by observation or observation; processing of information; Make conclusions based on your study. Three lines of simultaneous actions make up analysis, according to Miles & Huberman (Sugiyono, 2018: 246): data reduction, data presentation, conclusion formulation, or verification. The following graphic illustrates the conceptual procedure for data analysis using Miles and Huberman's interactive data analysis model:

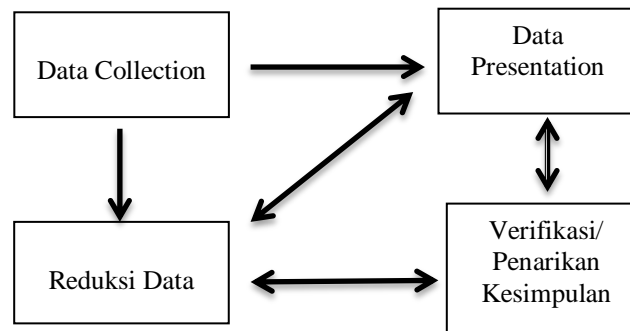


Figure 1. Miles and Huberman Data Analysis Model

IV. RESEARCH

1. The Role of Public Relations in Improving the Positive Image of the West Sumatra Regional Police

There have been several changes in the past few years when it comes to the evolution of the primary responsibilities and activities of the police public relations job. For instance, the West Sumatra Police Public Relations has a distinct vision and objective than other Polda. Based on an interview conducted on March 14, 2024, with Kombes Pol Dwi Sulistyawan, S.H., S.I.K., M.Si., the Head of Public Relations for the West Sumatra Police, he clarified that the primary goals and functions of public relations must serve as the direction of any PR strategy aimed at enhancing a positive public image. He stated that the primary goal of public relations is to inform the public about the actions that its members have taken.

The head of public relations went on to say that work units within the West Sumatra Police institution support public relations in performing its primary responsibilities. A Person in Charge of Information and Data Processing (PPID) oversees each work unit. Public Relations receives support from the Head of Public Relations to inform the public about all police activities in addition to work units in the Polda and the regional unit. The head of public relations went on to say that work units within the West Sumatra Police institution support public relations in performing its primary responsibilities. A Person in Charge of Information and Data Processing (PPID) oversees each work unit. Public Relations receives support from the Head of Public Relations to inform the public about all police activities in addition to work units in the Polda and the regional unit.

This is consistent with the message that the West Sumatra Police Chief, West Sumatra Wakapolda, and Irwasda West Sumatra Police conveyed to the public relations community. Public relations aims to inform and communicate to the general public about the actions that the institution undertakes, particularly those undertaken by the leadership. According to the West Sumatra Regional Police Supervisor Tk. I Joni R, S.Pd., Head of PID, in an interview on February 22, 2024, the information submitted by PPID personnel was gathered from both internal and external sources. Information disseminated to the general public is considered external delivery, whereas internal delivery is meant primarily for leaders and employees.

Law Number 16 of 2008 Concerning Information Openness contains regulations pertaining to this. Then, there are multiple steps in the process of using public relations to communicate external information. These include providing information whenever

needed, like in this case to clarify an incident or dispute; providing information on a regular basis, like updating the public and ranks on the Public Relations budget; and providing information right away, like highlighting the good work that police officers do on a daily basis. In order to accomplish the primary objectives and functions of public relations and therefore enhance the public's favorable perception of the police, it is intended that the public be aware of the diverse range of activities that the police engage in.

The Public Information Subbid (Subbid Penmas) and Multimedia Subbid (Mulmed Subbid) handle public relations' first processing of information received through PID. In coordination with West Sumatra Police Public Relations, Subbid Penmas and Subbid Mulmed are in responsible of organizing, processing, and disseminating the findings of the different information gathered by Subbid PID in the field through a variety of media, including internal and external police media. Accordingly, the Head of Public Relations said that Public Relations works with local and national media to assist disseminate the Police Agency's actions swiftly, confidently, and up to date in an effort to enhance the favorable image of the National Police. More than 100 media outlets have worked with West Sumatra Police Public Relations, according to the Head of PID. The head of public relations for the West Sumatra Regional Police also stated that the public can see a variety of positive activities that have been carried out, which helps public relations greatly in enhancing the positive image of the National Police. This is due to the collaboration between public relations and local and national media.

From the conducted interviews, it can be inferred that Public Relations' primary responsibility is to execute its activities in accordance with the yearly, monthly, weekly, and daily activity plans, therefore enhancing the agency's favorable public image. In order to ensure that the public is informed about the positive actions taken by West Sumatra Regional Police members in a prompt, accurate, and dependable manner, Polda Public Relations disseminates information about the various activities that National Police members have carried out through internal media as well as local and national media. As a result, the public's perception of the National Police became more favorable.

2. PUBLIC RELATIONS OBSTACLES IN IMPROVING THE POSITIVE IMAGE OF WEST SUMATRA REGIONAL POLICE

Every work must have its own challenges and dangers, including the West Sumatra Police Public Relations. The Head of Public Relations claims that Polda police officers' ignorance of the need of promoting their good police-related actions is impeding Public Relations' ability to fulfill its primary responsibilities. The absence of internet signal availability in a few locations around West Sumatra is yet another barrier that develops into an issue. As a result, the local population is not informed of the information that public relations continues to promote.

In keeping with that, the PID Polda Head claims that the inability to promptly provide information to the public is a barrier to performing the tasks and responsibilities of public relations. The delay in Public Relations publishing the completed actions is the cause of this impediment. The community's unfavorable reaction to the excellent actions that West Sumatra Police officers have carried out is another barrier for public relations, according to the Head of PID Subbid Public Relations of the Polda. Public relations professionals need to come up with ways to alter the negative perception that the public has of police "imagery" in all of the National Police's operations.

The interviews conducted support the conclusion that Polri members' lack of understanding of the need of publicizing their work as police officers continues to be one

of Polda Public Relations' biggest challenges in cultivating a more positive image. Furthermore, internet signal service is still unavailable in a large number of West Sumatra locations. As a result, the public in these regions is unaware of the evolution of the several initiatives that the Regional Police has undertaken. Public relations' attempts to enhance the public's favorable perception of the National Police are further hampered by information delivery delays. The public's unfavorable reaction to the National Police organization also adds to the list of challenges facing police public relations that need to be resolved right away to preserve the National Police's good reputation.

3. Public Relations' Struggles to Get Past Barriers and Enhance the West Sumatra Regional Police's Positive Image

A PR strategy is crucial for a business to overcome its challenges. An organization's ability to seize any chance, no matter how little, is what determines its success. The chosen Public Relations activity plan (Rengiat) must serve as the compass for the West Sumatra Regional Police's public relations efforts despite all the challenges that face them. The West Sumatra Police Public Relations effort to enhance public perception of the police involves implementing a predefined activity plan (Rengiat), which includes yearly, monthly, weekly, and daily activity plans. This information is based on an interview with the Head of PID Subbid. The created activity plan will be consulted in order to ensure that any impediments are adequately addressed.

A public relations plan is essential to a company's ability to overcome obstacles. The capacity of an organization to take advantage of any opportunity, no matter how little, is what makes it successful. Despite all of the obstacles, the West Sumatra Regional Police's PR operations must be guided by the selected Public Relations activity plan (Rengiat). In order to improve the public's opinion of the police, the West Sumatra Police Public Relations department uses a predetermined action plan called Rengiat, which consists of daily, weekly, monthly, and annual activity plans. The Head of PID Subbid was interviewed for this information. We will review the developed action plan to make sure that any obstacles are suitably resolved.

In addition to informing the public about the police's everyday operations, West Sumatra Police Public Relations can provide clarification through press conferences, teleconferences, or videotrons if any unfavorable circumstances arise. Problems can be solved and explained via police public relations. Additionally, this will enhance public perception of the Regional Police. In order to enhance the public's perception of the police, public relations also takes use of chances provided by police media management, such as those through TBNews or Tribatanews. Additionally, through PPID satker and satwil, the Head of Police Public Relations asked National Police members to actively participate in promoting their good deeds as officers on their own social media accounts.

Based on the conducted interviews, it can be concluded that Polda Public Relations is using the established activity plan, cultivating relationships with local and national media, and encouraging West Sumatra Regional Police officers to actively participate in sharing their positive activities as police officers on their personal social media platforms as a guide to help them overcome obstacles in improving the positive image of the National Police.

CONCLUSION

This study examines the internal and external aspects of public relations' involvement in enhancing the perception of the West Sumatra Regional Police. By carrying out the primary responsibilities and tasks of public relations in accordance with

yearly, monthly, or daily activity plans, public relations plays a part in enhancing the institutional image of the police. Public relations collaborates with Subbid PID, SubbidPenmas, and Subbid Mulmed to identify, analyze, and disseminate the constructive actions of West Sumatra Police Police officers in an effort to cultivate a positive and supportive public perception. While public relations plays a role in enhancing the public's perception of the police through strategic management initiatives and proactive activities, the real work is done by professional officials who are able to manage media, upload positive police accomplishments, control public opinion, collaborate with local and national media outlets, and cultivate relationships with community leaders.

The inability of Polda police members to publicly acknowledge their good deeds connected to their work as police officers stands in the way of Polda Public Relations' efforts to improve public perception of the police. Furthermore, certain parts of West Sumatra are still unreachable by internet signals, meaning that the information disseminated by PR agencies does not reach these communities. Furthermore, the West Sumatra Police Public Relations faces challenges in disseminating information due to the publishing delay.

Plans for yearly, monthly, weekly, and daily activities direct police public relations efforts to overcome challenges in enhancing the public's perception of the police. Next, collaborate with regional and national media outlets by promoting their events to the public via radio, TV, newspapers, and social media. Through these local and national media, Police Public Relations can shed light on any unfavorable incidents involving the police. Furthermore, Polda Public Relations encouraged West Sumatra Police personnel to take an active role in promoting their excellent police-related endeavors.

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