

Strategic digital public relations in the Madiun Precinct Police: Insights from a public service perspective

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Abstract

This research aims to explain the management of digital PR in the Madiun Precinct Police from the perspective of Phillips and Young. The achievements of the Madiun Precinct Police's PR are inseparable from the demands of digital technology and the capacity of the Madiun Precinct Police as a public service institution. The Madiun Precinct Police's PR utilizes digital PR not only to provide information but also to solidify public communication for the maintenance of public safety and order. With the role of PR and the achievements attained, this poses a challenge for the Madiun Precinct Police's PR in managing digital PR. A qualitative descriptive approach was employed by applying five fundamental elements of digital PR by Phillips and Young, including transparency, porosity, internet as an agent, richness in content, and reach. The research findings indicated that Madiun Precinct Police's PR has implemented controlled transparency where the distribution of Madiun Police information to the public by the internet is carried out in a controlled manner. The porosity element is carried out by conducting a procedural information search. Meanwhile, the internet as an agent is shown by adjusting the use of language in conveying messages according to the medium used. Richness in content and reach is applied through Instagram, TikTok and YouTube with a strategy of consistency, establishing interaction, control and maximizing the use of hashtags. As public servants, the Madiun Precinct Police's PR is required to be capable of creating creative content and being skilled in managing social media.

Keywords: Public relations, digital public relations, Madiun Precinct Police, public service

1. Introduction

In February 2023, the Head of the Public Relations (PR) Division of the Indonesian National Police (Polri), Inspector General Dedi Prasetyo, awarded the Madiun Precinct Police's PR with the title of Best Online Media and Social Media Administrator in the category of Precinct Police across Java and Bali. Furthermore, on February 16, 2023, a member of the PR sub-division for Information, Documentation, and Multimedia Management at the Madiun Precinct Police, Brigadier Arif Elnanda Fajar Anugrah, received a recognition as the best TikTok media content creator within the PR department, as chosen by the Polri Headquarters. Based on the researcher's observations, these achievements can be traced back to the digital PR activities initiated in 2016 when the Madiun Precinct Police initiated innovation by launching its official website. In 2021, the official website was completely established and is accessible at <https://tribrataneews.madiun.jatim.polri.go.id/>. Social media platforms such as Instagram ([polresmadiunofficial](https://www.instagram.com/polresmadiunofficial/)) has been in use since 2016, and TikTok ([Polres Madiun Official](https://www.tiktok.com/@polresmadiunofficial)) has

been introduced as a supplementary communication medium between the Madiun Precinct Police and public in 2021.

The aforementioned achievements underscore that the PR efforts of the Madiun Precinct Police are intricately tied to the demands of digital technology, especially in the current disruptive environment (Arief & Saputra, 2019; Meranti & Irwansyah, 2018; Ohoitumur, 2018; Pribadi & Nasution, 2021). The rapid, extensive, profound, and systemic nature of these changes necessitates that PR professionals must be creative and innovative (Putra, 2018; Tatwa, 2021; Wardasari, 2018). In other words, a PR practitioner must possess multifunctional skills that can enhance the image of the police both online and offline.

Furthermore, the second reason supporting the urgency of this research is the capacity of the Madiun Precinct Police as a public service institution that conducts PR activities without prioritizing profit (Arifin et al., 2022). Naturally, the model of digital PR management they employ differs from that of other organizations. The PR Division of the Polri is required to provide excellent public service to the community (Rustandi et al., 2022) This is achieved through a series of planned, sustainable, and measurable visions, objectives, targets, programs, and activities as outlined in the Strategic Plan of the Polri PR Division for the period of 2020-2024.

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As an information channel for the Polri institution that interacts with third parties in shaping public opinion, the PR department also plays a crucial role in monitoring evolving issues. The presence of social media necessitates that Polri create effective dialogues with the public and stakeholders (Phillips & Young, 2009). The attainment of this objective can be observed through Indikator Politika, which reported a public trust level in the Polri reaching 72% (Humas Polres Bukittinggi, 2023; Tribrata News, 2023). On one hand, the availability of social media grants the public and other users the freedom to communicate, which may lead to uncontrolled potentials. On the other hand, this underscores the importance of Polri PR's role in engaging with the wider community.

The Madiun Precinct Police's PR unit utilizes digital PR not only to disseminate information but also to reinforce public communication for the preservation of community safety and order. The information delivery takes into consideration pluralism and cultural sensitivity. This approach is particularly important due to the recurring incidents of intergroup violence in Madiun city. Therefore, the PR department strives to establish an effective public communication to foster a sense of security and harmony within the Madiun Precinct Police's jurisdiction.

Research conducted by Sakinah et al. (2020) discovered that the use of websites extends beyond the stages of problem definition, planning and program development, implementation and communication, and evaluation. This finding is supported by the research of Yuliawati and Irawan (2016) that identified two dominant roles performed by Polri PR department, i.e. communication technician and communication facilitator. Meanwhile, Novitasari (2019) found that digital PR strategies employed by the Purworejo Precinct Police are executed through work programs and activities, such as intensive and innovative publication efforts. The role of PR and their achievements have presented a challenge for the PR department of the Madiun Precinct Police in managing digital PR (Şilaen, 2017). Therefore, the researcher is interested in exploring the following question: What are the strategies for optimizing the management of digital PR in the Madiun Precinct Police? To address this question, the researcher attempted to use the concept of digital PR as proposed by Phillips and Young, including transparency, porosity, the internet as an agent, richness in content, and reach. For the researcher, these five digital PR concepts are relevant when compared to the digital PR activities of the Madiun Precinct Police. The research findings are expected to be able to contribute novelty and enhance academic insights, particularly in the realm of digital PR within the fields of communication, media, and PR.

According to Grunig (2009), a good public relations specialist will employ a two-way symmetric communication model. Public relations can use two-way symmetric, as evidenced by one of their tasks, which is an ability to create synergistic relationships with the public. The two-way symmetric model is an idea contributed forth by Grunig and Hunt (1984). It is a model that emphasizes open communication with the public and positions an emphasis on efforts to foster relationships and mutual understanding, rather than making various attempts to persuade them.

The presence of the digital world requires PR to take a

strategic approach. Phillips and Young (2009) mentioned it as the new PR. The connectivity rather than the communication tools distinguishes modern PR. Three key methods for engaging with the public on the internet are shared by these two authors. A platform is a tool for gaining access to the internet and information can be accessed via channels. Meanwhile, context, which is connected to internet access location, interactivity, mood, time zone, and other factors, is the final one.

According to Onggo (2004), PR or PR initiatives that use internet media as a means of publication are commonly referred to as digital PR, e-PR, online PR, or PR on the net. This PR campaign is more commonly referred to as digital PR in Indonesia. Essentially, digital PR is a form of interactive public relation using the internet to maintain the public's trust, understanding, and perception of a company or organization while also helping to build a brand. In contrast, Thompson (2020) perceived digital PR as an element of traditional PR in the post-truth era. He stated that traditional PR has evolved in response to the societal issues of the post-truth era.

Internet-based PR can quickly reach a larger audience. This technology allows PR professionals to directly communicate with the targeted audience without any involvement of third parties like editors or journalists, who typically serve as the public's gatekeepers for PR communication messages. For instance, all press releases are accessible to the public on the institution's World Wide Web homepage. All the PR initiatives listed on the website help PR to build positive relationships with the public. PR will be heavily relied upon by the public as a source of information that is unavailable in other media. Internet-based PR is less expensive than sending press releases via fax as performed in the past.

Numerous authors have discussed the effects of social media on media infrastructure and economy, as well as in literature that highlights the advantages of social media for PR (Phillips and Young, 2009). In contrast to conventional PR, which uses traditional media channels, Valentini's (2014) analysis of the effects of social media on PR demonstrated that digital PR enables a linear, two-way communication and engagement between the public and institutions. In contrast to conventional PR, where persuasive advertising materials are presented, PR professionals are quick to adapt to digital platforms and present authentic narratives, content, and materials.

PR practitioners can create, present, and disseminate any messages on social media platforms like Facebook, Instagram, and TikTok. In Indonesia, users access Instagram for 11.2 hours each month (We Are Social and Meltwater, 2023). Meanwhile, user consumption on the TikTok application is 23.1 hours per month (Statista Research Department, 2022). According to Carr (2010), this platform phenomenon serves as a window through which people can view the world, manufacturing their perceptions of it and how it affects both them and society. Giddens (2013) referred to this state as reflective modernity in which mass media's role as the primary source of information no longer merely reflects but actively shapes the social world. With spaces fusing as they do in digital media to create shared world experiences for segmented audiences, PR plays a part in the global world of

mediated content that is taking place.

It is essential to convert traditional PR to digital because the internet has evolved into a more organizational communication channel. This idea is emphasized in the narrative that transparency is present in all news and digital PR sectors by Phillips and Young (2009). Phillips & Young's concept was chosen because the researchers assumed that the five elements in it are appropriate to apply to see the optimizing management of digital PR in Madiun Precinct Police Public Relations.

Transparency needs to be viewed broadly. It is one of the fundamental components that promotes digital interactions with society, followed by porosity, the internet as a medium, reachability of the information, and reach. These three additional elements—the platform used to access the internet, the numerous constantly expanding communication channels and the environment in which all of these elements come together so that people can benefit from them—mediate these five fundamental elements of online PR. The foundation of institutional transparency is PR professionals. In the humanities, transparency is a term that connotes accountability, openness, and communication. Government open meetings for the press and public, and budgets and financial reports available for public review, and discussions about laws, regulations, and decisions are all examples of transparency. This will make decisions transparent and reduce the chance of authorities to misuse the system for their advantage. In this instance, transparency is the cornerstone of democracy.

Porosity is an unintended form of public transparency. To prevent internal leaks, many organizations have then used sophisticated monitoring to emails, instant messages, enabled firewalls, and other online activities. However, Phillips and Young claimed that this is only one type of control that is occasionally successful. A policy that specifies what is allowed in the use of email, instant messaging, blogs, social media, and other electronic communication methods is necessary. Unfortunately, neither this type of policy nor its implementation, when it does occur, is specified in writing. An organization cannot defend against the influence of the internet using any defense mechanisms.

Organizations must develop systems to manage interactions with society as they become more transparent and engage in digital communication. This indicates that businesses are adapting to the demands of the internet. Transactional information is created through internet interactions from organizational value. Utilizing social media as an organization's primary voice is a step in this modern communications mix. Compared to traditional PR, digital PR generates more information in a more casual manner.

The idea that the internet is more than just a tool or platform for communication is brought about by the internet as an agent. The internet has an impact on society and even the lives of specific individuals. According to this viewpoint, the internet acts as an agent with the power to influence satisfaction in various ways. The idea of transparency on the internet is distinctive. When messages are delivered online from one person to another, agency takes place. Every person exposed to information through digital media will interpret it differently. For Phillips and Young, this is the standard

procedure.

Richness in scope and content. Where transparency is practiced, information richness is the outcome. The internet's reach allows for the creation and dissemination of a wealth of information. The growth of information wealth in PR is required in two areas: first, in the production of rich content for the general public, including written words, pictures, sounds, videos, graphics, and music and second, the involvement of individuals who will contribute wealth through their own online communities, which will have an advantageous feedback effect on boosting richness and reach.

2. Methodology

This study's qualitative descriptive methodology aims to precisely and thoroughly explain the phenomena that arise about the digital management of Madiun Precinct Police PR. The four fundamental components of digital PR from Philips and Young, those are transparency, porosity, the internet as an agent, and richness in content and reach were used by researchers to examine management optimization.

To collect informants for the study at the Madiun Police Station, a purposive sampling technique — a technique for selecting data sources with specific goals in mind — was implemented. The researchers identified the following informants: Anton Prasetyo (Madiun Police Chief), Anita Dyah Puspitosari (Head of Public Relations Division), Punjul Budiman (Head of Information, Documentation and Multimedia Management Sub-Section), Yudiana Kristian (Head of Information Sub-Section), Andri Waskitho (Member of Information, Documentation and Multimedia Management Sub-Section), and Arief Elnanda Fajar Anugrah (Member of Information, Documentation and Multimedia Management Sub-Section).

This method only yielded data in the form of words and pictures - not numerical data. Any and all data gathered could be crucial to the research's main topic. As a result, the findings of this study included data quotations providing a general idea of how the report was presented. This information was gathered from interview transcripts, field notes, photographs, audio and video recordings, personal papers, memos, and other official records.

Participant observation, in-depth interviews, and documentation became the methods for gathering data within seven months from February 2023 to August 2023. In the first stage, the researcher made initial observations, conducted preliminary analyses, and scheduled informant interviews. Conducting interviews with informants was the second stage. To elicit as much data and information about the Madiun Police's digital PR strategy as possible from the research subjects, in-depth interview techniques were applied. Participant observation was performed during the third stage. To gather pertinent information, researchers observed their subjects in person. The researchers participated in activities operated by Madiun Precinct Police PR while also observing them. For instance, until publication, researchers took part in reporting, took photos, observed the news editing process, created audiovisual content, and engaged in other creative activities. In the fourth stage, data collected from informants were analyzed. Performing validity checks on the analyzed

data was the fifth stage. It was continued with sixth stage to make a draft and present the research findings for the first monitoring. In the seventh stage, conclusions were then drawn.

3. Results and Discussion

The website tribatanews.madiun.jatim.polri.go.id serves as the official website of the Madiun Precinct Police, playing a vital role in publishing all activities that serve as a source of information for both internal and external audiences. This website is managed and operated by the PR Division of the East Java Provincial Police as a platform for disseminating information about police activities within the jurisdiction of the Sub-precinct Police (Polsek) and Precinct Police (Polres) under the East Java Regional Police (Polda Jawa Timur).

The East Java Provincial Police has been effectively utilizing the website tribatanews.madiun.jatim.polri.go.id since 2021. This decision has been driven by the continuous advancements in information technology. The East Java Provincial Police leveraged these developments by using online media as a means to disseminate information. The term "information" in this context is divided into two main sources: all information and data originating from the Madiun Precinct Police unit, and all information and data sourced from regional units, including the Balerejo, Dagangan, Dolopo, Geger, Gemarang, Kare, Kebonsari, Mejayan, Nglames, Plangkenceng, Saradan, Wonoasri, and Wungu sub-precinct police stations.

Social media serves as the means by which the Madiun Precinct Police engages with the community. The management and use of the website at the Madiun Precinct Police are overseen by the Information and Documentation Division (PPID), led by Budiman along with other PPID staff. The management of this website is a tangible expression of the Madiun Precinct Police's digital PR efforts to document the activities of the Madiun Precinct Police through news updates.

On the official website of Polri, various services are available, including the Integrated Police Service Center, Polisiku App, Polri Call Center 110, Online Police Clearance Certificate (SKCK), Online Driver's License (SIM) App, PRESISI National Driver's License (SIM Nasional PRESISI), Online Notice on Progress of Investigations (SP2HP), PRESISI Public Complaints (Dumas PRESISI), PRESISI Professional Ethics (Propam PRESISI), Electronic Traffic Law Enforcement (ETLE), Vehicle Registration and License (BPKB and STNK), BOSV.2, Event Permits, Special Object Security, Road Convoys, and the Resilient Semeru Village Program.

Kristian, Head of Information Sub-Section, classifies information disseminated to the public on the website into three document categories. Firstly, immediate documents encompass information on events with national impact or at least of significant public interest, such as terrorist acts, train accidents, airplane crashes, and disasters. Secondly, periodic documents consist of regular performance reports issued weekly, annually, every five years, and so forth. Thirdly, real-time documents pertain to legal regulations, memoranda of understanding, implementation guidelines, and Standard

Operating Procedures. Kristian added, "*Our goal is to provide easy access to information or facilitate access to information related to any police duties or performance*" (interview, February 16, 2023). The era of information transparency has prompted Polri to become more open to the public. Through the PR division, the flow of information is no longer unidirectional but bidirectional. This means that the public can provide suggestions and feedback to the Polri institution.

The efforts of the PR division of the Madiun Precinct Police in managing digital PR on the website tribatanews.madiun.jatim.polri.go.id are aimed at gaining trust and enhancing the positive image of the police in the community. Historically, the public has predominantly perceived the police in a negative light, overlooking the many positive activities carried out by the police force. Therefore, the Madiun Precinct Police has undertaken digital PR by harnessing technological and informational advancements through its website. As Puspitosari stated, "*The digital era has a rapid capacity for disseminating information, thus the police force strives to keep pace with the changing times to ensure that it does not lag behind in the modern era*" (interview, February 16, 2023).

The tribatanews website stands as a tangible representation of the modernization of police information media. Onggo (2004: 1) explained that digital PR employs the internet as a means or tool for publicity. The PR division of the Madiun Precinct Police optimally utilizes the internet to disseminate its activities. This is evident in the continuously updated news articles, the comprehensiveness of information offered, including menus such as Profile, Functional Units, Sub-precinct Police Stations, Public Information, Services, Polri TV, Presisi, Community Satisfaction Index, and Contact Us.

The utilization of the internet through the tribatanews.madiun.jatim.polri.go.id website, accessible to the public at any time and from anywhere, aligns with the statement of Puspitosari who emphasized that today the community can keep track of all police activities through the website published by the Madiun Precinct Police's PR division. It enables the public to become informed about the police force's duties and functions. Additionally, as a government institution, the Madiun Precinct Police's PR division adheres to Law No. 14 of 2008 concerning Public Information Transparency, which stipulates, "*Public Bodies are obligated to disseminate public information in a manner easily accessible by the public and in a language that is easily understood*," (interview, February 16, 2023).

In the dissemination of information published on the tribatanews website, researchers have identified three key activities carried out by the Madiun Precinct Police's PR division. These activities encompass the use of online systems, documentation and coverage, as well as information gathering and processing.

Preparation of an Online System. In the preparation of utilizing the online system, the PR division prepares both hardware and software connected to the Polri computer network's VPN - IP portal system. They also compile information in the form of data files that are accessible to the public at any time via the internet. In its execution, the administrators in charge of receiving data from the PID

officials are tasked to update the data into the database and promptly upload it to the tribatanews.madiun.jatim.polri.go.id website portal. Data and information updates occur on every working day, except when urgent circumstances dictate otherwise. The data received from the Madiun Precinct Police's Work Unit and regional Work Unit are then subjected to analysis and evaluation once a month within the Anev forum. The results of the evaluation and verification are reported in written form according to the established format.

Documentation. The documentation and coverage of activities commence with a preparation phase. The coverage team prepares various equipment, including Canon 90D DSLR cameras, Canon M50 Mark ii Mirrorless cameras, Canon M50 Mirrorless cameras, Canon 5D Mark iii DSLR cameras for capturing images and videos, communication tools such as mobile phones and handheld radios, vehicles, and other coverage-supporting equipment at each activity location. In field, the coverage team arranges personnel to be assigned to different zones, each responsible for a specific area within the Madiun District. The process of capturing images should encompass all stages of the activity from preparation, implementation and its conclusion. As Waskitho stated, *"A good image is one that tells a story"* (interview, February 16, 2023). It means that an image should be able to represent the entire content of the news. The outcomes of the coverage must be well-preserved to serve as material for evaluation and documentation for leadership in case of unforeseen incidents. One limitation of photography in PR lies in the inability of a PR professional to analyze images or photographs effectively, potentially leading to the message not reaching the public as intended. It is important to remember that a significant portion of public perception is visual. Photos can serve to represent situations in a more vivid manner, eliciting emotional responses, conveying impact, providing entertainment, and more, often without the need for accompanying words (Puspitasari & Purwani, 2022).

Information collection and processing. The way information is collected and processed involves two methods: manual and IT network-based approaches. Manual information collection and processing occur in two phases. In the collection phase, staff record the information and data received from the Madiun Precinct Police's Work Unit and regional Work Unit into a registration book. Subsequently, the staff group the information and data received from these sources into document files and information registration books. Meanwhile, in the processing phase, the staff analyze and verify the information and data received from the Madiun Precinct Police's Work Unit and regional Work Unit within the document files and information registration books. They then categorize the information and data according to the type of information received from these sources into document files and information registration books.

The collection and processing of information using IT networks are conducted in three phases. Firstly, the information and data received from the Madiun Precinct Police's Work Unit and regional Work Unit are input and stored in document files and computer databases. Secondly, the information and data received from these sources are analyzed and verified within the document files and computer

databases. In the third phase, the information and data are categorized according to the type of information received from the Madiun Precinct Police's Work Unit and regional Work Unit into document files and computer databases. Data collection and processing occur during working hours, and holidays are adjusted according to the current situation and developments. Coordination meetings and evaluations are routinely held every month by PPID of the Madiun Precinct Police's Work Unit and regional Work Unit.



Fig. 1. News Reports from BhabinKamtibmas Member

The priority for the PR division is to focus on information that holds news value. The examples of such news include activity reports from BhabinKamtibmas (community policing officers). Given that each BhabinKamtibmas member is required to provide the daily activity reports, as stated by Puspitasari, *"Not just the PR team, but also the BhabinKamtibmas officers, are responsible for collecting information. They have to write news articles, send them to the local admin, and we make sure they're well-organized and newsworthy,"* (interview, February 16, 2023). Fig. 1 illustrates an example of such news, including activity reports from community policing officers.

Subsequently, in the information processing phase is the creation of news and its headlines. In drafting news articles, the Madiun Precinct Police's PR division uses WordPress due to its practicality and user-friendliness. As in proper news reporting, the 5W and 1H elements are also implemented here. Coordination regarding the news headlines is carried out to prevent any misunderstandings, both in the planning of digital PR management on the website and in the dissemination of valid information, thereby avoiding any misinformation or hoaxes to the public (Waskitho, interview on February 16, 2023). Therefore, the PR team of the Madiun Precinct Police makes some extensive efforts to coordinate and analyze data and information by conducting checks with information sources. Additionally, the PR staff strives for positive and factual reporting, avoiding exaggeration, ensuring readability, and ensuring that the information is acceptable to the public.

In the digital age, writing skills have become crucial, as PR professionals are constantly producing written content, whether it is for publication on websites, Instagram, or for other platforms. Proficiency in writing is particularly vital because the public often first encounters content through captions. Crafting engaging captions requires skill, enticing the public to be interested in the photos or videos being shared. Moreover, effective writing fosters public understanding, builds a positive company image, shapes a favorable public opinion, and benefits the organization by promoting goodwill, cooperation, and various aspects related to the police situation (Gandariani in Fitriansyah, 2019).

The final stage involves confirmation from the leadership. News data obtained are evaluated for its news value by the PR staff of the Madiun Precinct Police and are then confirmed with the Head of PR. All activities in this digital PR management are subject to monthly analysis and evaluation within the Anev forum.

By analyzing the activities from how information is gathered until how values in news are selected, it can be stated that the PR team of Police Precinct of Madiun actively publishes contents regarding their activities. Both the working unit of Madiun Precinct Police and the regional working units publish news daily. To improve their PR skills, Madiun Precinct Police receives assistance from the East Java Regional Police (Polda Jawa Timur) in terms of organizing training in journalism, graphic design, content creation, and other activities (Fig. 2).



Fig. 2. Training for Editor and Content Creator

Madiun Precinct Police relies on public support to efficiently carry out their duties. To maximize this support, it requires the active participation of the PR team of police office at all levels, started from the National Police Headquarters (Mabes Polri) to police precinct (Kepolisian Resor) (Nurnisya et al., 2021).

3.1. Transparency

In terms of digital PR practices, the PR of Madiun Precinct Police is encouraged to transparently disclose information to the public. In this regard, the researcher observed that Madiun Precinct Police has implemented transparency in the disclosure of public information through social media. This is evident from a statement given by Puspitosari that Madiun Precinct Police has implemented transparency by disclosing information without exemption and can be made public,

“Regarding public information, approximately seventy percent of information can be made public. The public is allowed to inquire about anything, be it questions related to budget, performance, or activity plans. But, we aren’t allowed to publish information related to investigation process” (interview, February 16, 2023).

In accordance with the Standard Operating Procedure on the Implementation of PR Tasks of Indonesian Police, information that is without exemption and can be made public includes wanted list, budgeting for criminal investigation processes, notice of investigation progress, financial

statements of the fund used in criminal investigation processes, results of criminal investigations related to seized money and assets, as well as other information as determined by the Indonesian Police Leaders.

Then, there is information that must be immediately disclosed, which poses a threat to the livelihood of many people, including potentially anarchist protests, mass riots, natural disasters with wide-ranging impacts, public order disturbance, transportation accidents that draw public attention, and threats of bomb/explosions.

Referring to the Standard Operating Procedure on the Implementation of PR Tasks of Indonesian Police, which is based on Law of the Republic of Indonesia No. 2 of 2002 concerning the Indonesian National Police, Law of the Republic of Indonesia No. 14 of 2008 concerning Public Information Disclosure, Law of the Republic of Indonesia No. 25 of 2009 concerning Public Services, the Grand Strategy of Indonesian National Police of 2005-2025, the Second Strategic Plan of Indonesian National Police of 2010-2014, the Bureaucratic Reform of Indonesian National Police, Regulation of the Chief of Indonesian National Police No. 23 of 2010, dated September 30, 2010, concerning the organizational structure and working procedures of Police Precinct, and the Work Plan of Madiun Precinct Police of 2011, it can be concluded that the PR team of Madiun Precinct Police has controlled transparency in which the disclosure of public information by Madiun Precinct Police through the internet is done in a controlled manner.

3.2. Porosity

When PR initiates interactions with external parties through the internet, information about Madiun Precinct Police is disseminated informally and transparently, potentially leading to information leakage. To prevent such situations, Puspitosari mentioned that:

“When a case is under an ongoing investigation, we can’t immediately share it with the public. Meanwhile, in the public, the case-related information has already spread rapidly and become viral. To address this, we always verify with the relevant working units that handle the case. We ask about the progress of the case. Communication is key” (interview, February 16, 2023).

In the past, the public could easily be driven by traditional media. Nowadays, however, is the opposite in which news can even be written based on the topic of discussions on social media. Public now have their own platform in which they can create news or express their opinions. They also can comment based on their understanding of an issue whenever they want to. The comments or opinions posted by social media users can become trending topics, allowing them to influence others. More interestingly, the opinions written by social media users can be read by many people and eventually have an impact that is almost similar to the impact of traditional media. In this way, the public has become so influential in shaping opinions, preventing them from being easily driven by third parties. However, such trend does not completely eliminate the role of traditional media, yet it potentially serves as a counter-discourse or offers an alternative source of

information.

Puspitosari then added that confidential information, such as investigation materials, is a state secret that should not be disclosed to the public. Regarding the fact that the Indonesian National Police (Polri) is a state institution in which not all information can be disclosed to the public, the researcher did not have any examples of news or information that can represent this.

Public information is information generated, stored, managed, transmitted, and/or received by a public institution related to the organization and operation of other public institutions in accordance with Law of the Republic of Indonesia No. 14 of 2008 concerning Disclosure of Public Information. There are three types of public information that must be disclosed to the public, including periodic, immediate, and perpetual information.

First, periodic information is divided into five types: the annual work plan report of Polri, performance and accountability report of government institutions, statistical data on public order disturbances every three months, six months, and annually, selection and recruitment of police officers including Police Academy, Police Inspector with Bachelor's Degree, and Police Brigadier, as well as the selection and recruitment of Civil Servants in Polri. *Second*, immediate information includes any potentially anarchist demonstrations, mass riots, natural disasters with wide-ranging impacts, public order disturbance, transportation accidents that draw public attention, and threats of bomb/explosions. *Third*, perpetual information includes Police Regulations, joint agreements, procedures for issuing driver's licenses, vehicle registration certificates, vehicle registration plate, vehicle title, procedures for handling firearms and explosives permits, procedures for issuing documents for foreign nationals, procedures for providing police services including escorts, security, and the reporting of public order disturbances, as well as procurement of goods and services within Polri.

3.3. The Internet as an agent

The internet is one of the agents of information dissemination to the public. It spreads news digitally, allowing different individuals to interpret the information differently. In this context, agency represents the process of transforming the message.

The success of the digital era has accelerated changes in people's behavior due to the influence of technological advancements. People are increasingly well-informed, critical and independent in terms of information selection. These changes then affect how information is delivered. Additionally, new devices and technologies continue to emerge which then provide better connection between the public and the digital age. As a result, PR is required to be creative and innovative to ensure effective and impactful communication with the public. The PR team of Madiun Precinct Police is aware of the presence of popular social media and digital channels such as Facebook, Instagram, and TikTok.

The PR team of Madiun Precinct Police can no longer solely depend on traditional media to influence the public.

When seen negatively, this might threaten the comfort of the old PR paradigm. On the other hand, this might serve as an acknowledgment of the significant role of PR in building a strategic role for the organization. The traditional PR often acts as a translator of marketing strategies and logic to tell and educate. However, the modern PR can no longer fully control what and how the public comprehends, perceives, and shares; they should influence and inspire the public instead.

The digital delivery of messages and information allows individuals to have different interpretations of the received information. What the PR team of Madiun Precinct Police does is to utilize legal language, which can be challenging for the public to understand. This primarily applies to specific cases. When a case has been clear and the investigation has been complete, the PR team simplifies the language used when presenting the information to the public to make the information easier to understand.

Using formal Indonesian language might hinder effective and efficient communication between Madiun Precinct Police and the public. In this way, the PR team always simplifies the language to adjust to the colloquial language used by the public, *"We adjust to the questions asked by the public. If they ask in Indonesian language, we also respond in Indonesian language. Similarly, if they use Javanese, we also use Javanese,"* (Elnanda, interview on February 16, 2023). If the public ask questions in Javanese, the PR team will also respond to them in Javanese. This can be seen in the comment section of the TikTok account of Madiun Precinct Police in which the use of language is flexible. This means that the PR team of Madiun Precinct Police will use the language as used by the public. Anton Prasetyo stated, *"I didn't give specific advice to the PR team. I only asked them to deliver messages using easy and engaging language"* (interview on February 17, 2023).

The third thing done by the PR team of Madiun Precinct Police is to present accurate and accountable information, thus building trust between the public and the social media of Madiun Precinct Police. Madiun Precinct Police relies on Instagram as media to be connected with the public. The fact that the phone number of the Chief of Madiun Precinct Police is disclosed and published serves as an effort to build intimacy and trust between the public and Madiun Precinct Police. Before the era of the internet dominance, the public who wanted to inquire or report an incident had to send letters to the mass media or visit the nearest police station. However, communication is now easier and the public are free to express their opinions. This means that any message conveyed by a communicator to a communicant will come back easily and quickly to the communicator, indicating two-way communication.

The PR team of Madiun Precinct Police supports the implementation of public information transparency to realize police information services that meet Law No. 14 of 2008 concerning Public Information Transparency. Therefore, the PR team has IT-based infrastructure, photography, videography, editing, and transportation to get and distribute products (information). With all these, this department can gather information related to public safety and order (harkamtibmas) from both the working unit of Madiun Precinct Police and the regional working units to be presented

as valuable information for stakeholders and clarify any forms of disinformation that discredits Madiun Precinct Police.

3.4. Richness in content and reach

'Richness in content' refers to the quality of contents or messages to be conveyed. Information-rich contents can make the messages conveyed more engaging, informative, and meaningful to the audiences. Meanwhile, 'reach' refers to the number of people or audiences that can be reached by the message. A broad reach can expand the potential influence and impact of a message on society.

The combination of these concepts results in an effective communication strategy that has an impact on how the public perceive the comprehensiveness of the content related to the message to be conveyed. If PR relies solely on a website without optimizing other social media, building good relationship with the public is more challenging.

In accordance with the direction given by the PR Division of the Indonesian National Police to achieve the strategic goal of building a positive image of the Indonesian National Police, the PR programs and activities include developing infographics about leadership activities, which will potentially enhance the police's image in society and serve as creative products that provide information, education, and moral-rich messages. In addition, the PR team disseminates these infographics through the official social media of the PR Division of the Indonesian National Police. Creating creative contents serves as an effort to not only enhance the police's image but also deal with issues related to the Indonesian National Police that spread freely in the media. Therefore, the PR team makes some efforts to neutralize any negative information that can lead to public order disturbance.

In addition to the website, Madiun Precinct Police also uses three other media to publish their activities, including Instagram, TikTok, and YouTube. For PR, social media function to create engagement with the public, which can be realized by sharing positive things through virtual communication. Social media, in fact, can transform communication into a more interactive and participatory process. It also helps the company to save communication costs, thus being more efficient (Pariasih, 2023; Susanto et al., 2019).

Every innovation has its own characteristics, requiring effective and targeted management in this field (Asih et al., 2020). Syafaat and Wahyudin (2020) explained that content distribution through Instagram serves as a strategy to maintain a company's reputation. This application is attractive, user-friendly, and popular, making it the right choice for PR to publicize their activities. We Are Social and Meltwater (2023) reported that the potential audience that can be globally reached through Instagram is 1.32 billion. Indonesia, in particular, has 89.15 million users, making it rank the fourth-highest number of Instagram users after India, the United States, and Brazil (We Are Social & Meltwater, 2023). Instagram is not only massive but also dynamic as it always adapts to current market trends and culture (Caliandro & Graham, 2020). It also becomes a popular application in view of being interactive, fast, effective, and efficient (Kusuma, 2018). Until 2021, there had been approximately 500 million

daily active users out of >1 billion Instagram users globally (Schaffer, 2023). Data from Schaffer (2023) also showed that around 95 million photos and videos are uploaded on Instagram daily.

The Instagram account of Madiun Precinct Police has had 27,414 followers by September 2023. Based on interviews with the informants, Instagram is used as media to distribute contents such as creative memes, short videos, and posters to commemorate special days.

Here are the strategies taken by the PR team to leverage Instagram. *First*, being consistent. Information updates in the form of activity reports, event posters, announcements, special day reminders, community achievements, and short videos are posted daily. *Second*, building interaction. In addition to obtaining information about the activities carried out by Madiun Precinct Police, the public can provide feedback to the PR team by using the comment section.

Third, implementing control measures. According to Puspitosari, Instagram offers a significant opportunity for individuals or groups to spread provocation. In this way, the management of this platform also acts as control in building the police's image. *Fourth*, maximizing the use of hashtags. To improve searchability, hashtags should be used in every content uploaded. They also serve to strengthen the solidarity and unity of the community in Madiun. This can be seen in the use of #guyubrukun, #madiunguyubrukun, and #madiunaman. Fig. 3 illustrates the use of hashtags in Instagram posts.



Fig. 3. The Use of Hashtags on Instagram Content

Hashtag is an alphanumeric string that begins with the hash symbol (#) and serves as an annotation that represents the context of the content posted (Caleffi, 2015). Hashtags direct social media algorithms to display posts in the feeds of interested audiences. In addition, they are also used to aggregate all posts related to a specific topic. Here, Instagram only allows a maximum of 30 hashtags per post (Celuch, 2021). In other words, hashtags are an important factor determining the post popularity (Yamasaki et al., 2017; Wang et al., 2019).

The social popularity of a post is calculated based on various engagement metrics, including likes, comments, and shares done by users when they interact with the post. With approximately 300 million posts daily, it is challenging for a single piece of information to gain popularity (Baltaci & Ersoz, 2022; Chakrabarti et al., 2023). Therefore, the use of

hashtags can help the PR team to increase searchability. This is in line with the strategy used by the PR Division of the Indonesian National Police to go viral to create national trending topics in terms of informational contents, educational news, and public announcements through social media to maintain public safety and order.

Monitoring is carried out periodically by any staff on-duty by paying attention to content engagement, visits to profile, reach, impressions, likes, comments, shares, discovery, and the number of contents saved (Kim et al., 2017). The PR team can also schedule to post the contents, especially on TikTok. The significance of the impact of the posted content can be observed through the number of views, shares, and likes, as exemplified in Fig. 4.



Fig. 4. TikTok Post with the Most Viewers

Information-rich contents can make the messages to be conveyed more engaging, informative, and meaningful to the audiences. Meanwhile, reach refers to the number of people or audience that can be reached by the message. A broad reach can expand the potential influence and impact of a message on society.

The combination of these concepts results in an effective communication strategy that has an impact on how the public perceive the comprehensiveness of the content related to the message to be conveyed. If PR relies solely on a website without optimizing other social media, it will be more challenging to build a good relationship with the public. Referring to a theory proposed by Philips and Young (2009), one of the prerequisites for online information richness is that it includes the creation of rich contents, meaning the presence of various forms of contents such as texts, images, sound, video, diagrams, or music.

In accordance with the direction given by the PR Indonesian National Police, the PR programs and activities include developing infographics about leadership activities, which will potentially enhance the police's image in society and serve as creative products that provide information, education, and moral messages. Second, the PR department disseminates these infographics through the official social media of the Indonesian National Police. Creating creative contents serves as an effort to not only enhance the police's image but also deal with issues related to the Indonesian National Police that spread freely in the media. Therefore, the PR department makes efforts to neutralize any negative information that can lead to public order disturbance.

Public attention and preference worldwide have shifted from conventional media to the internet. YouTube has replaced the role of television and become alternative media. Similarly, Instagram and TikTok have become platforms

where people interact, which gradually sideline previously well-known media such as Facebook. At this point, the PR team of Madiun Precinct Police understands that the public preferences and mindset towards the police are fundamental. Based on such understanding, the PR team in Madiun Precinct Police has created innovative PR activities that can engage the public and have the potential to go viral on social media.

Innovation in this context is defined as doing or creating something in an entirely different or new way. Say, a press conference is no longer an adequate strategy for PR tasks, it is rather as the execution of a strategy and it is not the only way to communicate with the public. The PR team of Madiun Precinct Police makes some efforts to provide socialization and publication of public order-related messages. Through TikTok, Madiun Precinct Police uses inspirational police figures to engage the audience and increase engagement. Finally, creating such creative contents expectedly counters negative opinions about the police and turns them into positive images in the community.

The public, in fact, is audience with rapid forgetting. They are bombarded with various information. Therefore, the PR team has to always create activities packaged attractively. This expectedly builds relationship with the public because they are continuously presented with various contents. Besides, the PR team in Madiun Precinct Police also involves the public in their contents. For example, the content on February 26, 2023 is a call for the public to drive safely.

PR strategies are different from advertising strategies. Other people can easily copy and paste advertisement, then result in similar or entirely the same impacts. On the other hand, other people will not be able to easily copy and paste PR strategies, which contain specific creativity. Moreover, not all TikTok contents can easily be 'for-you page'. It is difficult to imitate ideas and innovation identically. This means that, even though the activities may be imitated, the intentions, messages, and results are not always as expected.

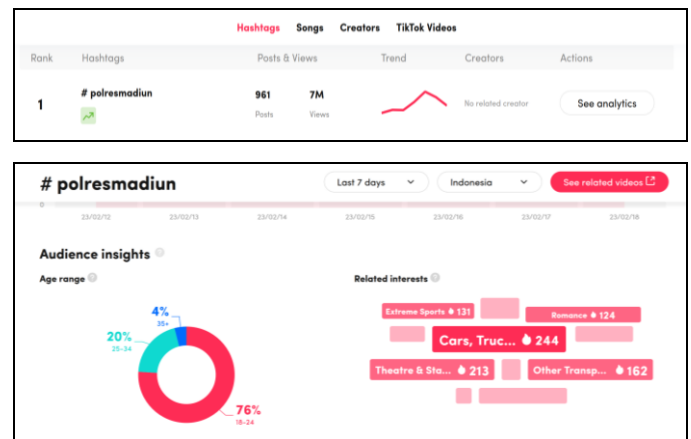


Fig. 5. Audience Insights of Polres Madiun Official TikTok Account

While consumer insights are typically needed in PR to understand the target audience and build engagement, the PR team of Madiun Precinct Police does not perform these activities. Punjul Budiman stated "We never actually look at audience insights and audience profiles on the social media we manage. We only create, share, and respond to the audiences" (interview, February 3, 2023). However, with the

use of technology, creativity, and an online system, the PR team of Madiun Precinct Police can optimize their social media through the contents they post. This is because the police institution is not like non-governmental organizations that need to measure consumer insights to identify their target audience. Madiun Precinct Police focuses on public services driven by initiative, independent creativity, and supporting technology. Fig. 5 shows an example of audience insights for the official TikTok account of Madiun Precinct Police.

PR conducts social listening in the form of observation and experiences (Cahyani & Widianingsih, 2020; Rifandi & Irwansyah, 2021). Observation is done by continuously updating information about the most current or trending topics on social media. They only need to use both abundantly available materials and creativity. Trending topics emerge almost every day, especially those relevant to the community. This then allows for inspiration and creative ideas to easily emerge. Through observation and experiences, PR team can figure out what people discuss, what the community share, and what the community prefer, thus in turn helping them to develop PR strategies.

Based on the results, researchers concluded that there have been supporting and inhibiting factors. The supporting factor for achieving digital optimization of PR includes the competence of innovative, creative human resources, under the Law of the Republic of Indonesia ethics of the Republic of Indonesia Police. With the abundance of information that needs to be disseminated to the public, Madiun Precinct Police Public Relations require additional personnel. Therefore, the massive digital era also demands competent resources for collecting, presenting and monitoring information to the public.

4. Conclusion

The optimization of digital management by the PR team of Madiun Precinct Police has been achieved through the utilization of an online system that comprises supporting components such as platforms, channels, and contexts. In terms of platform, the PR team utilizes information technology and communication networks, data processing equipment, video cameras, and photography equipment. The digital channels include the TribrataNews.com website, Instagram, TikTok, and YouTube. Context is defined as the information that is generated, stored, managed, transmitted, and received in accordance with the applicable laws and regulations, as well as other information related to public interests.

These three supporting components simultaneously help to optimize the digital management carried out by the PR team. Public information services are provided based on the transparency principle in which the disclosure of public information by Madiun Precinct Police through the internet is conducted in a controlled manner (porosity). If there is disinformation that spread among the community, the PR team will take action against such disinformation (internet as an agent). Besides, the PR team produces infographics and creative contents distributed through Instagram, TikTok, and YouTube to create engagement with the public (richness in

content and reach). In fact, being professional PR team in the digital world requires not only effective speaking and writing skills but also the ability to create creative contents, have photography skills, create short videos, have design graphics skills, add audio elements, conduct editing, perform analysis, and possess social media management skills. The digital management of the PR team indicates the commitment of Madiun Precinct Police to fulfill the vision, mission, objectives, and strategic goals in accordance with the policy of the PR Division of the Indonesian National Police of 2023.

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