

## PUBLIC RELATIONS STRATEGY OF NORTH SUMATRA REGIONAL POLICE IN IMPROVING POSITIVE IMAGE

Viorella Juliana Ambarita<sup>1</sup>, Muhammad Husni Thamrin<sup>2</sup>

<sup>1</sup> Universitas Sumatra Utara, Mansur Street No. 9, Padang Bulan, Medan Baru District, Medan City, North Sumatra 20222

<sup>2</sup> Universitas Sumatra Utara, Mansur Street No. 9, Padang Bulan, Medan Baru District, Medan City, North Sumatra 20222

Corresponding Author Email: [viorellaambarita06@gmail.com](mailto:viorellaambarita06@gmail.com)

### ABSTRACT

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Public Relations in the police is a division or part that is responsible for building and maintaining good relations between the police and the community. This research discusses Public Relations Strategy North Sumatra Regional Police in Improving a Positive Image in the Community. This study uses a descriptive research method with a qualitative approach. Data collection was carried out by interview techniques, observation, documentation, and literature study. The data that has been obtained is analyzed using the theory of Public Relations Strategy by Harwood Childs (2008) which consists of four indicators, namely strategy of publicity, strategy of persuasion, strategy of argumentation, and strategy of image. The results of this study show that Public Relations Strategy The North Sumatra Regional Police in Improving a Positive Image in the Community has fulfilled the theory of Harwood Childs (2008), including: First, publish positive news using online media and media social. Second, carry out an inviting strategy by interacting directly with the community to carry out socialization activities, education, and making a podcast. Third, clarifying or providing a statement of rebuttal in response to a phenomenon or incident that can cause unrest in the community, the steps taken are in the form of Quick Response, Social Media Patrol (Social Media), and inviting journalists/press to clarify the news. Fourth, carrying out actions or activities that can increase public trust based on human interest activities, and conducting morning roll call reports.

### 1. INTRODUCTION

The development of the era has made society have a need for a government agency that has the task of being a guardian, protector and providing various best services to the community. The police are one of the government institutions tasked with protecting and serving the community. In Law Number 2 of 2002 Article 2 concerning the National Police of the Republic of Indonesia, it is stated that the police are one of the functions of the state government in the field of maintaining public security and order, law enforcement, protection, protection, and service to the community. The police not only provide services to the community, but are also responsible for maintaining security and order in the community. Thus, the police are required to be closer to the community in order to create a synergistic and harmonious relationship between the police and the community. The police and the community can work together in eradicating various violations of the law or criminal acts that are rampant in order to create a safe condition for the State of Indonesia.

The decline in the positive image of the police in the eyes of the public can be caused by various aspects, such as abuse of power, violations of the law, corruption, limited facilities and infrastructure, delays in handling

cases, lack of neutrality and poor communication. Because the organizational culture of the Indonesian police still has various weaknesses, it can be seen from the integrity aspect such as honesty, maintaining a good name, and obeying the code of ethics. The results of a survey by the Indonesian Political Indicator Survey Institute show that public trust in the National Police institution has decreased after the murder case of Brigadier Yosua by former Head of the Propam Police Division, Inspector General Ferdy Sambo, surfaced. The case caused the public's trust score in the Police institution to drop to 54.2% from the previous 72.9%. This case tarnished the good name of the National Police institution and triggered a crisis of public trust in law enforcement. The public sees that the National Police is unable to enforce the law fairly and transparently, and is even involved in violations of the law itself. As a result, the public becomes doubtful and unsure of the ability of law enforcement to enforce the law fairly and impartially. This can also have an impact on the public's sense of security and comfort, and can increase the potential for violations of the law (Kompas.com).

The arrest of Inspector General of Police Teddy Minahasa in connection with drugs has once again tarnished the image of the National Police institution which is currently in the public spotlight. Indonesia

Police Watch (IPW) said that the arrest of Inspector General of Police Teddy Minahasa has made the image of the National Police very concerning. Many people are disappointed and angry at Teddy Minahasa's actions in being involved in drug trafficking. This is because drugs are a serious problem in Indonesia that has damaged many young generations. The actions of high-ranking officials such as Teddy Minahasa who are involved in drug trafficking have further exacerbated the problem and sparked public anger. The Teddy Minahasa case has strengthened the perception of some people that there are still individuals within the National Police who are not clean and are involved in criminal activities. This certainly erodes public trust in the National Police as a law enforcement institution.

The North Sumatra Regional Police in 2022 dismissed or dishonorably discharged (PTDH) 100 personnel. This number increased by 300 percent compared to 2021 where the number of personnel dismissed was only 32 people. There was an increase of 300 percent compared to 2021. This trend has increased drastically because many cases involving Polri members in previous years were not followed up. The Medan Police personnel were the most dismissed in 2022 with a total of 17 people. Then from the North Sumatra Police Headquarters Service (Yanma) 9 people, Tebingtinggi Police personnel 8 people, and Padangsidempuan Police 8 people. In 2022, the number of violations committed by police members was 836 cases. This data is higher than in 2021 with 704 cases. The most violations were code of ethics violations with 453 cases. Then there were 350 cases of disciplinary violations and 33 cases of general crimes. The North Sumatra Regional Police (Polda Sumut) also recorded 45,413 cases of crime in North Sumatra Province throughout 2023. In 2023 recorded 9,289 cases of crime in the city of Medan. The large number of crimes that occurred made the public wonder about the performance of the police. The public was surprised why there were so many cases of crime while there were so many police officers in North Sumatra region.

The Indonesian National Police is tasked with supporting the state to provide protection, shelter, service to the community, maintain security and order, and enforce community law. Therefore, the Indonesian National Police must participate in realizing a civil society with an ideal and professional attitude (Purnomo, Sadono, & Pratiwi, 2023). From the many negative news spread on social media, it has made the image of the police worse and caused the public to not fully trust the police. Because the actions of irresponsible police officers have an impact on the image of the police itself. An image is needed by an institution so that the public gives appreciation and is also a reputation and achievement that is to be achieved for the world of public relations. Therefore, the image of the institution is important and must be maintained so that it remains good in the eyes of the public, both internally and externally (Lestari, Astuti, 2021). According to Siswanto (2004: 112 - 113), image is the existence of an organization in the eyes of the public, namely showing the public's view of the organization that has been formed over a long period of time. A well-formed image will also provide good things for achieving the goals set by individuals or

organizations. In this case, it is able to provide opportunities for the Police to achieve success because it has a good image, besides that it will increase public trust in the police institution in carrying out activities.

Police public relations (PR) aims to create two-way communication by disseminating information from the Police to the public and channeling public opinion to the Police. Police Public Relations creates two-way communication by disseminating information from the Police to the public (society). Police Public Relations is a bridge to problems that arise in the community and the police. To find a solution to resolve it completely without causing new problems. Police Public Relations operational activities are efforts to foster harmonious relations between political organizations and the community in order to prevent obstacles to communication tasks both internally and externally.

North Sumatra Police Public Relations has challenges in building and maintaining public trust, especially when an incident occurs involving police members. This crisis of trust forces Public Relations to work hard to restore the institution's image and convey messages that calm the public. The rise of false information or hoaxes on social media is also a serious challenge, where Public Relations must be able to quickly clarify and correct incorrect information before the situation gets worse. In addition, pressure from the mass media, both local and national, often demands a quick response from the police to an incident, while on the other hand Public Relations may not have complete information or need time to coordinate internally. All of these challenges require the Public Relations of the North Sumatra Police to continue to improve its capabilities and flexibility in dealing with the dynamics of daily tasks. In the implementation carried out by the Public Relations of the North Sumatra Police in maintaining a positive image is by informing activities related to activities carried out by each field of the North Sumatra Police, covering and processing the news so that it becomes news that is ready to be published to the public, and responding to public comments in the form of questions, suggestions, or criticisms.

This study uses the theory according to Harwood Childs (2008), Strategy of Public Relation is influenced by four variables, Strategy of Publicity is a plan designed to build and maintain a positive image of an organization in the eyes of the public. It includes activities such as managing communications, delivering information, and interacting with the media to ensure consistent and effective messaging. The goal is to increase visibility, strengthen reputation, and build good relationships with various stakeholders. Strategy of Persuasion refers to a series of steps and techniques used to influence public attitudes, beliefs, and behaviors towards an organization or a particular issue. In this context, persuasion is not just about convincing the audience, but also creating an emotional connection and building deep trust. Strategy of Persuasion involves a deep understanding of the target audience, including their values, needs, and expectations. Public relations needs to design relevant and interesting messages, so that they can arouse public attention and interest. Strategy of Argumentation is an important approach to convey information and build a certain position in a logical and convincing way. The

arrangement of arguments must be done in a logical order. Starting from the initial statement, followed by an explanation, to a conclusion that ties everything together. Each point conveyed supports each other, creating a clear and easy-to-follow train of thought for the audience. Argumentation strategies are usually used to anticipate unfavorable news (negative news) and then form counter-news that will refute the negative news. Strategy of Image is a series of efforts made by institutions or organizations to form, maintain, and improve positive public perceptions of their performance and professionalism. The main objective of this strategy is to build public trust, improve a positive image, and strengthen the relationship between the institution or organization and the audience. Strategy of Image is carried out in order to create and strengthen positive public perceptions of the police as a professional, transparent institution that is committed to maintaining security and order.

## 2. METHODS

This study uses a qualitative research method with a descriptive approach. Descriptive research according to Abdurahman (2003) attempts to describe a social phenomenon. In this study, the author conducts direct research intensively, in detail and in depth on an organization, institution or certain phenomenon and with objects (activities or events) that are studied in depth. This research is also classified as descriptive research, namely describing and presenting facts systematically about the actual state of the object about how the North Sumatra Police's Public Relations strategy forms a positive image in society. Thus, this study will explain the reality of the problem that researchers will elaborate using existing data.

According to Arikunto (2012) the data source in the study is the subject from which the data is obtained. The sources of research data can be divided into two, namely primary data and secondary data. Primary Data according to Sugiyono (2015) is a data source that directly provides data to data collectors. Primary data is a type of data collected directly by researchers from primary sources. The primary data for this study was collected from interviews and field observations, directly. Secondary Data According to Sugiyono (2015) is a data source that does not directly provide data to data collectors, for example through other people or through documents. This qualitative secondary data can help researchers deepen their understanding of the research context and support further analysis. This data will consist of literature studies obtained from books, journals, news articles, or other relevant sources related to the research and content analysis results such as notes, photos, video recordings, and information documents

The data collection technique used by researchers in this study is triangulation. Sugiyono (2017) defines triangulation as a data collection technique that combines various data collection techniques and existing data sources. Namely conducting in-depth interviews, observations, documentation, and literature studies.

Data analysis is carried out by organizing data, describing it into units, synthesizing it, arranging it into patterns, choosing which ones are important to be processed into data and information, and making conclusions. The data analysis technique in this study according to Miles and Huberman (in

Miles, Huberman and Saldana, 2014: 14), consists of data reduction, data presentation, and drawing conclusions.

## 3. RESULTS AND DISCUSSION

The results of this study use four indicators from the Public Relations Strategy theory as proposed by Harwood Childs (2008) which consist of Strategy of Publicity, Strategy of Persuasion, Strategy of Gumentations, and Strategy of Image.

### STRATEGY OF PUBLICITY

Publicity Strategy is a series of actions designed to disseminate a particular message to a wide audience by utilizing various media channels, both mass media and social media. Publicity is a process of disseminating information about the activities or achievements of an institution through various media. The function of public relations in this case is to create relevant news content to then be disseminated through collaboration with mass media or social media. The main goal is to build and maintain a positive image of the institution among the public.

The image of the police has declined drastically along with the emergence of various problems in the police recently. One of the strategies that has been carried out by the Public Relations of the North Sumatra Police in order to improve the current image of the police is by raising news from the positive side of the police through online media and social media. The positive news disseminated through online media and social media is packaged by the Public Relations of the North Sumatra Police in the form of news articles, photos, memes and videos with the aim of being easily accepted by the public. The Public Relations of the North Sumatra Police conducts publicity about the agenda of the North Sumatra Police activities in an interesting form, then shares the information through various social media that are widely accessed by the public. So that the public can find out various activities or information owned by the North Sumatra Police Public Relations because it is easily available on various platforms such as Instagram, YouTube, TikTok, X, Facebook and the official website owned by the North Sumatra Police.

The North Sumatra Police Public Relations chose social media as the main channel to convey information because the majority of the police audience is the public. With many people using social media as the main source of information, the North Sumatra Police Public Relations is present on the platform to interact with the public. In addition to facilitating interaction with the police, the North Sumatra Police Public Relations also makes it easy for the public to convey constructive criticism, suggestions, and input through social media.

The North Sumatra Police Public Relations also manages online media that functions to write news about the success of the Police and humanitarian activities that are important for the wider community to know. The North Sumatra Police Public Relations publishes news about the success of the North Sumatra Police, for example in revealing cases, achievements that have been achieved, social or humanitarian activities, security and public order activities (kamtibmas) through the official website called [humas.polri.go.id](http://humas.polri.go.id) and [tribatanews.sumut.polri.go.id](http://tribatanews.sumut.polri.go.id).

The website is a source of information that can be trusted by the public. The public can access news, announcements, and other official information directly from legitimate

sources. The implementation of the North Sumatra Police Public Relations publicity activities is in collaboration with mass media such as journalists and the press. With the existence of credible, independent, and police-affiliated media, the public can use it as a source of accurate and accountable information. Amidst the rise of negative news or hoaxes that can damage the reputation of the police, positive news publicity serves as a counterbalance. This will help reduce the negative impact of incorrect or excessive information.

### **STRATEGY OF PERSUASION**

Persuasive Strategy is a communication approach used to influence public attitudes, opinions, or behavior effectively. The goal of this strategy is to persuade the audience to support or respond positively to an idea, product, policy, or action promoted by an organization or institution. Persuasive strategy in public relations involves several important elements, such as building trust, using relevant evidence or data, creating an emotional or rational narrative, and delivering messages in an easy-to-understand and interesting way. Through this, it must also contain information that supports claims with credible evidence, statistics, or data. This evidence will increase the trust and credibility of the message. In addition, it also uses emotional elements in the message to build stronger relationships with the public and motivate them emotionally.

The Strategy of Persuasion carried out by the Public Relations of the North Sumatra Police can be seen through various campaigns or programs that aim to build awareness and influence public behavior. The persuasive strategy of the North Sumatra Regional Police Public Relations focuses on influencing public opinion, motivating, and changing their attitudes or behavior towards the police agency. The main goal is to build public understanding, trust, and support for the message conveyed. Persuasive strategies will shape positive public perceptions of the North Sumatra Regional Police. This will also encourage the public to take certain actions, such as supporting programs or activities owned by an agency and even changing the behavior of the community itself.

The Public Relations of the North Sumatra Regional Police has implemented a persuasive strategy to improve the image of the police in the community. Complaint services are one of the persuasive strategies carried out by the Public Relations of the North Sumatra Regional Police. Complaint services invite the public to report problems or complaints directly. With a fast and appropriate response from the police, public trust in the North Sumatra Regional Police can increase. Complaint services function as a direct communication channel between the public and the police, allowing the public to submit complaints, suggestions, or information related to crimes that occur in the community.

The Public Relations of the North Sumatra Regional Police also carries out socialization activities to the community as a form of persuasive strategy. This activity is designed to prevent social problems or crime by increasing awareness and supporting the community. This Safety Operation is more about appeals and socialization rather than legal action. These activities prioritize preemptive and preventive measures, increasing traffic discipline, and reducing the number of fatalities of accident victims. The Public Relations of the North Sumatra Regional Police also has educational activities for the community. This educational activity is an effort made by the Public Relations of the North Sumatra

Regional Police to invite and provide information, knowledge, and awareness to the community regarding various aspects related to law, security, safety, and citizenship. The educational activities that have been carried out include visiting schools to provide material on the dangers of juvenile delinquency. This activity is useful for increasing students' awareness of the dangers of juvenile delinquency and encouraging them to become a positive and high-achieving young generation.

The next activity is a presentation in a short seminar on the dangers of drug abuse in collaboration with the National Narcotics Agency (BNN). The presentation of the seminar is an effort made by the police to provide an understanding of the dangers of drugs and inspire young people to stay away from drugs and prevent drug abuse in society. The Public Relations of the Police also provides a podcast called Police Talk in line with developments in society. The podcast can be accessed through the YouTube account of the North Sumatra Regional Police. Police Talk is expected to be an effective platform in building better relations between the police and the community, as well as being a reliable source of information. By presenting various topics of discussion and open perspectives, this Podcast is expected to reach and educate more people about various aspects of life and police duties in North Sumatra. This shows the police's commitment to always be at the forefront in providing services and information to the community.

### **STRATEGY OF ARGUMENTATIONS**

Strategy of Argumentations is an approach used to build strong and convincing arguments with the aim of influencing public perception, attitudes, or actions towards a particular organization, policy, or issue. In doing so, public relations utilizes various communication techniques, such as the use of valid facts and data to strengthen claims, as well as logical reasoning that makes messages easy to understand and accept by the audience. The main purpose of the Strategy of Argumentations is to persuade and encourage others to take certain actions or change their minds. Then to influence and shape public opinion or change people's perceptions of an issue. And to defend themselves by proving that an opinion or action is right and correct.

The North Sumatra Regional Police, like many other institutions, often apply this strategy to deal with various situations. By proactively managing information, the North Sumatra Regional Police Public Relations strives to maintain public trust and clarify issues that are circulating. The Strategy of Argumentations used by the North Sumatra Regional Police Public Relations is generally applied in various situations to build trust, gain public support, and improve image. Certain actions or actions taken by the police, such as arrests or use of force, they often need to provide justification for these actions. Strong arguments help convince the public or the court that the action is legitimate, proportionate, and in accordance with the law.

Public relations as a shield must maintain a good image and reputation in the eyes of the public. The steps taken by the Public Relations of the North Sumatra Regional Police are to provide a denial statement in response to criticism, accusations, or false information. The main objective of this strategy is to maintain the credibility of the institution, build public trust, and provide a clear and convincing explanation regarding the actions that have been taken. Hoaxes or inaccurate information can damage the image of the police and cause unrest in the community. By providing a clear

explanation supported by evidence, the police can strengthen the legitimacy of their actions.

The Public Relations of the North Sumatra Regional Police has a strategy called quick response. This quick response is an effort made to provide a quick and effective response to various issues, questions, or criticisms related to police performance. The purpose of the police public relations quick response is to control the narrative, prevent the spread of false information or hoaxes, and maintain public trust in the police institution. Misinformation can worsen the situation and damage the credibility of the police. Social media is the main tool in quick response because of its speed and reach. The North Sumatra Regional Police Public Relations uses platforms such as X, Facebook, Instagram, and Tiktok to convey messages directly to the public and the media. Usually, the quick response carried out by the North Sumatra Regional Police Public Relations on social media is by answering questions that come in on their social media accounts. Every question or statement that comes in will be responded to and answered by the North Sumatra Regional Police Public Relations team or social media admin based on the actual facts and situation.

The North Sumatra Regional Police Public Relations also conducts social media patrols. Social Media Patrols are monitoring and supervision activities carried out by the North Sumatra Regional Police Public Relations team on social media. The aim is to detect, identify, and respond quickly to potentially detrimental content, such as hoaxes, hate speech, provocation, or other negative content that can affect the security, order, and image of the police. Social media patrols play a role in monitoring public discussions on social media, the North Sumatra Regional Police Public Relations can anticipate potential disturbances to security and order, and provide a quick response to prevent escalation of the situation.

Press conference, is a meeting between one or several people, agencies or companies with "press personnel", where the press personnel are given an explanation and then given the opportunity to ask questions related to the person or activities of the person, agency or company used as news material. The Public Relations of the North Sumatra Regional Police holds a press conference if there is a prominent case. Public Relations will contact all journalists, both from print and electronic media who are partners of the North Sumatra Regional Police Public Relations, if there are issues, information, or activities related to the police in the North Sumatra Regional Police environment.

### **STRATEGY OF IMAGE**

Strategy of Image is a step designed to form, maintain or improve the image or reputation of an organization, individual, or institution in the eyes of the public. A good image is very important because it influences how the public, stakeholders, or the wider community perceives the organization. Strategy of Image is carried out to create and strengthen positive public perception of the police as a professional, transparent institution that is committed to maintaining security and order. A positive image is very important for the police to gain public trust, which is the main foundation in carrying out police duties effectively.

The public who see the police as a good institution will be more likely to trust and support the organization. When the police are viewed positively, the public is more likely to support police initiatives and programs. This support is very important to create a safer environment. Human Interest

activities in the police are very important to build harmonious relationships between the police and the community. By showing concern and empathy, the police can more easily gain support from the community in carrying out their duties.

The Public Relations of the North Sumatra Regional Police carried out several actions such as distributing basic necessities to the underprivileged, assistance to victims of natural disasters, providing assistance to orphanages, providing assistance to places of worship, cleaning places of worship, renovating houses, providing assistance with medicines, and donating blood. Social actions in the form of direct assistance such as basic necessities, medicines, or home repairs can improve community welfare. This activity shows the police's concern for community welfare. Social actions carried out by the police have a very important role in building positive relations between the police and the community.

Activities that focus on humanity allow the police to build better relations with the community, which in turn increases public trust and support for the police. This activity helps change the negative perception by the community towards the police that the police are not only law enforcers, but the police also have a humanitarian side. Then with this social action, the community will have more trust in the police who care about their welfare. The police can show that they are more than just law enforcers, they are part of the community who care about the welfare of their citizens.

The Public Relations of the North Sumatra Regional Police also has another activity called Jumat Curhat, to maximize good relations between the police and the community. This program provides a forum for the public to directly convey complaints, suggestions, or criticisms related to public security and order (kamtibmas) issues to the police. The Friday Curhat activity aims to listen to complaints, suggestions, and criticisms from the public, to build better Polri performance. The Friday Curhat activity is carried out routinely every Friday and is carried out in various places such as markets, public places, or even online. The public can convey their complaints directly to the officers or police members who are present. Friday Curhat is a real step by the police to get closer to the community.

The North Sumatra Regional Police Public Relations also has other actions to improve its positive image, such as the Police Friend of Children program. This program is designed to bring the police closer to children through educational activities in schools. The police teach about safety, the importance of obeying the rules, and the role of the police in maintaining security. This program helps build the image of the police as protectors and friends of children. Children are invited to get to know more about the police profession and the importance of traffic safety. The next activity carried out is the Safety and Crime Prevention campaign.

The North Sumatra Regional Police often hold campaigns to increase public awareness of safety issues, such as driving safety, drug prevention, or the dangers of domestic violence. This campaign aims to prevent crime and protect the community from harm. This activity is carried out with several approaches such as socialization by visiting schools or communities, through the distribution of brochures or leaflets containing security tips. As well as the use of social media to disseminate information. Then carry out Cooperation with Stakeholders, namely establishing cooperation with local governments, community leaders, and community organizations, and no less important,

collaborating with the mass media to broadcast security messages.

The North Sumatra Regional Police also participate in religious and cultural activities in the community, such as maintaining security at religious events or participating in traditional ceremonies. The presence of the police in these activities shows that they respect and support the cultural and religious values that exist in the community. The free medical treatment services provided by the North Sumatra Regional Police are part of a community service program that aims to help the community, especially those who are less fortunate or in remote areas with limited access to health services. In 2023, the North Sumatra Regional Police will build clean water facilities, health services in the form of free medical treatment including blood donation, stunting prevention, health services for people with disabilities and dental and oral health education for children with special needs. Building a positive image also requires efforts from within the agency or institution itself. Likewise, the Public Relations of the North Sumatra Regional Police has an internal strategy, namely the implementation of Morning Roll Call for all personnel. The morning roll call activity has important goals and benefits in supporting the duties and responsibilities of personnel.

#### 4. CONCLUSION

This section is the conclusion of the research results that have been carried out on the public relations strategy of the North Sumatra Regional Police in improving the positive image of the police in the community based on the Public Relations Strategy theory put forward by Harwood Childs (2008), based on the research results it can be concluded as follows

The Strategy of Publicity that has been carried out is to raise news from the positive side of the police through online media and social media. Positive news publicity has helped improve the image of the North Sumatra Regional Police in the eyes of the public. When the public often hears about the success and positive efforts of the police, their trust in the police will tend to increase. In addition, in the midst of the rise of negative news or hoaxes, positive news publicity has succeeded in becoming a balance that has helped reduce the negative impact of false or excessive information

The Strategy of Persuasion that has been carried out is quite effective in improving the image of the police in the community. Because through an approach that is intended to invite and influence it is more accepted and understood by the community than through actions that are coercive or trigger tension in the community.

The Strategy of Argumentations that has been carried out is quite responsive in responding, providing clear and accurate information, and conveying the police's position effectively to the public. Public Relations of the North Sumatra Regional Police will provide strong and logical arguments to explain their position regarding the issue at hand. Arguments that will be accompanied by data, evidence, and supporting facts. Then these arguments will be disseminated through various communication channels, such as press conferences, press releases, social media, and interviews with the media. Public Relations of the North Sumatra Regional Police also collaborates with the media to ensure that reports presented to the public are accurate and balanced. For example, by providing clarification, correcting

misunderstandings, and providing access to relevant information. Public Relations of the North Sumatra Regional Police also fosters good relations with journalists and the media, which can help in the dissemination of correct information and forming positive public opinion.

The Strategy of Image that has been carried out has succeeded in attracting public sympathy and trust. Through a series of social activities, providing social assistance, Friday confessions, to providing free health services. These activities show that the police are always there for the community, not only as law enforcers but also showing concern for others. The implementation of the Morning Roll Call as a form of discipline for members of the North Sumatra Regional Police before carrying out their duties is a sign of the seriousness of the North Sumatra Regional Police in forming personnel with integrity and protecting the community.

The advice that can be given regarding the Public Relations Strategy of North Sumatra Regional Police in Improving Positive Image is that The Public Relations of the North Sumatra Regional Police must increase responsiveness to complaints and reports received from the public, either through comments or direct messages. Furthermore the police agency must continue to improve its institution, especially regarding membership, so that it is always close to the community and truly provides a good image, so that the police can change into a community partner who is not only written but truly a protector and carries out its duties professionally and honestly.

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