

## TRAINING TO IMPROVE PUBLIC COMMUNICATION IN WRITING PUBLIC RELATIONS IN DIGITAL MEDIA FOR PUBLIC RELATIONS STAFF OF POLDA METRO JAYA

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### ABSTRACT

In the midst of the development of digital era communication, the ability of public relations personnel to manage information is very much needed, considering that public relations have the goal of creating, maintaining, and protecting the good name of the organization. Public relations are also tasked with displaying ideals that support, developing relationships and "good will" through a two-way communication process in order to achieve mutual understanding, changing negative things that the community projects towards the organization into positive things. Police Media Hub is a digital communication channel between the police and the community. Through the content presented, the community is expected to be able to understand how the Police work in handling various crime problems, from street crimes to cybercrimes or international crimes. Police Media Hub also provides a clear picture of police actions in maintaining public order which helps the community understand the important role of the Police in protecting and serving the community. Therefore, providing training to improve the competence of public relations personnel is very much needed as a strategic and effective step in conveying information to the community.

**Keywords:** information management, pr writing, digital communication

### INTRODUCTION

In every organization, agency or government institution, a positive image is needed, both from the community or public and from the employees in the institution. According to (Sultoni, 2016) Image is formed based on the knowledge and information received by a person. Communication does not directly cause certain behaviours, but tends to influence the way we manage our image towards the environment. Image is the main goal as well as the reputation and achievement that we want to achieve in the world of public relations (Citra, 2018). The definition of image is abstract and cannot be measured mathematically, but its form can be felt from the results of the assessment, both in terms of its structure, such as positive or negative responses or responses that come especially from the wider community (Oparaugo, 2021).

A positive image can be formed because of the important role of the public relations division (PR) in organizations, agencies or government institutions (Lee, 2001). Public relations in an organization or institution has a role, namely as a part that regulates the creation of two-way or reciprocal communication between state institutions and their publics, the public is used as a benchmark to assess the success or failure of a communication that is shown to see an image (Yosal Iriantara, 2006).

Public relations also play a role in creating good and harmonious relationships with the public, this aims to obtain a good image and mutual trust between an organization or institution and its public. This also applies to government institutions, which have the same role as the role of public relations in general, namely to improve the image of the institution. Public relations are a management function that helps create and maintain a flow of communication, understanding, support and cooperation between an organization/company and its public and is involved in handling management problems or issues.

L. Bernays in his book *Public Relations* states that PR has three meanings, namely first, information to the public, second, persuasion aimed at the public to change public attitudes and behaviour, third, efforts to unite attitudes and behaviour of an institution. Frank Jefkins in his book *Public Relations in World Marketing* also adds that PR is a communication system to create goodwill from the community (Adilla et al., 2023)

Melvin Sharpe tried to put forward five principles of a harmonious process in long-term relationships between companies (institutions) and their publics, including:

- a. Honest communication to gain credibility
- b. Openness and consistency in actions and trust
- c. Honest actions to gain reciprocity and goodwill.
- d. Continuous two-way communication to prevent alienation and build relationships.
- e. Evaluation of research and the environment to determine the actions and adjustments needed to create harmonious social relationships.

Rheinald Kasali also strengthened the principles put forward by Sharpe, saying that these principles are the principles of modern humans who increasingly demand cooperation, openness, and honesty. This principle has developed in connection with changes in corporate values in society and drastic changes in technology that color all human life (Rheinald Kasali, 2020). The increasing critical power and intelligence of today's society encourages them to be more courageous in speaking out and conveying their aspirations in order to obtain their rights, coupled with the rapid development of technology making the spread of information feel faster and wider. One of the government agencies that requires the role of public relations in improving its image is the Indonesian National Police (Polri) which is one of the government agencies that has the task of protecting and providing services to the community. In addition, the police also have the task of providing a sense of security and also maintaining order in the community, so the police are required to create closeness with their community in order to create a good and harmonious relationship between the police and the community. This is also done so that the community can work together with the police to eradicate various criminal acts or violations of the law or criminal acts that occur in the community. This form of cooperation between the community and the police is carried out in order to create safe and conducive conditions in Indonesia.

However, the facts on the ground show that the police are often the target of the media and various issues that corner the police. On the other hand, the media also often creates public opinion that is detrimental to the image of the police. As one of the State Institutions that often receives input and criticism from the public, the Indonesian National Police strives to improve and enhance its public services.

In the 1945 Constitution of the Republic of Indonesia Article 28 letter F it is stated that everyone has the right to communicate and obtain information to develop their personal and social environment, and has the right to seek, obtain, possess, and store information using all types of available channels.

With the existence of Law Number RP 14 of 2008 concerning Openness of Public Information (KIP), granting the right to the public to seek, choose sources, and disseminate information that is based on facts and can be trusted, does not mean institutionalizing closedness under the pretext of exceptions to public information is one of the characteristics of a democratic country that upholds sovereignty to realize a good country. The Law on Public Information Disclosure is a step to change the old system, namely the dissemination of information with a closed system, currently using an open system implemented by Public Agencies in the form of information dissemination.

The National Police are currently continuing to strive to develop and improve services from face-to-face systems to online-based ones. In information services, the National Police Public Relations are expected to be able to carry out their role as a front office that can provide optimal information services to the public.

The information management officer is an official who is tasked with storing information, documenting, providing, or organizing services in the public sector. PPID is a representative of the Public Relations Division of the Metro Jaya Police to provide information needed by the public. Openness and accountability of public agencies are very important to implement today considering that there are no longer any barriers and spaces that limit public access to obtain the widest possible information, especially cyber media.

In a world that continues to develop, information is becoming increasingly important, especially when talking about the duties and operations of the National Police. One of the means that plays a role in providing a deeper view of the activities of the National Police is the National Police Media Hub.

The National Police Media Hub has the main objective of providing accurate and up-to-date information regarding various activities and operations within the police environment. With the spirit of PRESSISI, the Polri Media Hub becomes an important communication channel between the police and the community. Through the Polri Media Hub, it is hoped that it can help the community to understand the important role of the Polri in protecting and serving the community.

The 2023 Polda Metro Jaya Public Relations Skills Improvement Training aims to improve the skills of all Polda Metro Jaya Public Relations personnel, Polda Metro Jaya Regional Work Unit Public Relations Personnel and personnel who carry out PPID functions in each Polda Metro Jaya work unit.

Public Relations has now changed its function along with the development of communication technology in the digital era. Public Relations currently no longer only functions as a provider of information to the public, now public relations have the function of being able to overcome negative information and also as a trusted source for the public and journalists. This mentoring took place on May 10-11, 2023, at the Arsonia Hotel, Jl. Pejompongan Raya No. 2 Bendungan Hilir, Central Jakarta. The materials presented on this occasion included News Coverage and Writing, Journalistic Photography Techniques and Editing Techniques.

Head of Public Relations PID Polri Brigadier General Pol. Drs. Moh. Hendra Suhatiyono, M.Si emphasized that this training is a strategic step to improve the ability of Polri HR in operating and optimizing the Polri Media Hub. Polri HR needs to have good competence in utilizing this platform as a means of delivering effective information to the public.

This training is one of the concrete steps in building better communication between Polri and the public in the current digital era. This training is an important means to ensure that the content presented through the Polri Media Hub is of good quality.

The working areas of Polda Metro Jaya include Polres Metro West Jakarta, Polres Metro Central Jakarta, Polres Metro South Jakarta, Polres Metro East Jakarta, Polres Metro North Jakarta. In addition to the Jakarta area, Polda Metro Jaya also covers buffer areas, namely Depok City, Tangerang Regency, Tangerang City, South Tangerang City, Bekasi Regency, and Bekasi City.

## METHOD

The problem-solving framework in the form of a short socialization/workshop that was implemented included several stages of activity implementation, namely:

- a. Preparation
  - 1) Initial contact with the Public Relations of Polda Metro Jaya regarding the procedures that must be implemented related to the implementation of the activity.
  - 2) Observation in the form of an initial survey regarding the need for materials needed related to the competencies that must be possessed as a Media Hub operator in the Polda Metro Jaya area.
  - 3) Selecting and collecting literature and supporting data that are relevant to the needs of mentoring/workshops.
- b. Training

The training activities were carried out face-to-face with participants followed by discussions. This training was divided into several materials, namely:

  - 1) Public Relations Writing, Coverage Techniques and News Writing.
  - 2) Journalistic Photography Techniques
  - 3) Audio Visual Content Editing Techniques.
- c. Case examples and screening of several videos related to the material.
- d. Evaluation

This stage is an evaluation carried out after the training process, both in terms of understanding and operationalization.

## RESULTS AND DISCUSSION

In the early stages of implementing this Community Service activity, observations and Need Assessments were conducted by contacting via telephone or initial face-to-face meetings to determine the needs of Polda Metro Jaya Public Relations and to determine the potential they have. This mentoring activity is aimed at all Public Relations personnel in the Polda Metro Jaya ranks. From the results of the observation, it is known that a small number of Polda Metro Jaya Public Relations personnel have a background in public relations or journalism (communication science), so there needs to be a common perception from the start about what the roles and responsibilities of these Public Relations personnel are, how to manage information about Polri activities, especially Polda Metro Jaya to the public and also the press through the Polri Media Hub portal, delivering news and writing materials, journalistic photography techniques and audio-visual editing techniques.

## Public Relations and Public Communication

Quoted from the book *Etika Komunikasi Organisasi: Filosofi, Konsep, dan Aplikasi* by (Razanda & Rameza, 2023), public communication is a communication process carried out by communicators to a wider audience or the public in face-to-face situations. Public communication can also be defined as the process of exchanging messages face to face or through media, such as radio, television, online media, outdoor media, and so on. As in Figure 1, a public relations officer must have a good understanding of the main functions of his profession, including having the ability to grow and develop good relationships between institutions/organizations and their publics, both external and internal. A public relations officer is also expected to be able to assess and determine public opinion related to his organization. He must also be able to communicate well in order to influence public opinion.

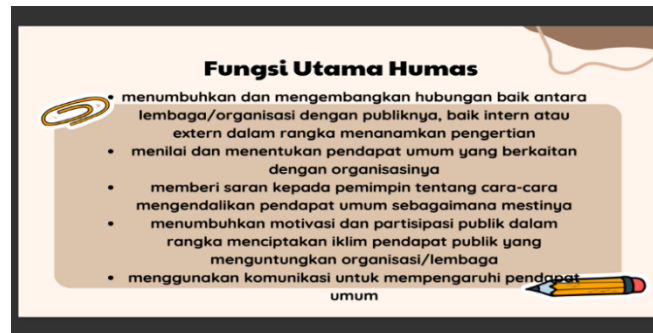


Figure 8. The main function of public relations

Before studying the material on coverage or writing news that will be published on the Polri MediaHub portal, these Public Relations personnel need to be given an understanding of the urgency of the Public Relations position in an agency, considering that these Public Relations personnel come from various fields of science and not from communication science, especially Public Relations or Journalism studies. They are provided with material on the objectives of Public Relations or Government Public Relations, namely how to create, maintain, and protect the good name of the organization, expand prestige, display a supportive image, develop relationships and also "good will" through two-way communication. In the mentoring activity, the function of the Public Relations division is also explained in more detail, namely fostering and developing good relations between the Institution or organization and its public, both internal and external, in order to instill understanding. Public Relations personnel are also expected to have the ability to assess and determine public opinion related to their organization, be able to provide input to leaders on how to control public opinion properly, be able to foster motivation and public participation in order to create a climate of public opinion that benefits the organization, and be able to influence public opinion. As seen in Figure 2, a public relations officer must be able to have good skills in communicating with the public, establishing relationships with the press, and monitoring developments in public opinion both in the mass media and social media.



Figure 9. Public communication and media guide

## News Coverage and Writing Techniques

The Polri Media Hub is a means for the Polri institution to provide accurate and up-to-date information regarding various activities and operations in the police environment throughout Indonesia.

In this activity, Polda Metro Jaya Public Relations personnel were given training on how to select events that are worthy of being published as news on the Media Hub portal. They were taught about the news values that are used as references in selecting events in a news story.

According to Haris Sumadiria, news is defined in his book as "the fastest report on current facts or ideas that are true, interesting, and important to most audiences through periodic media such as newspapers, radio, television, or online media (Sumadiria, 2014). Furthermore, news is "information that is worthy of being presented to the public. News that is considered worthy is information that is actual, factual, objective, important, and attracts the public's attention. Usually news is a statement published through the mass media" (Rachmaria & Suryawati, 2016).



Figure 10. content process recommendation flow

Initial observation results show that some Polri public relations personnel still do not understand what news value is. News value is a reference used by journalists in assessing an event that is worthy of being news. Some of them sometimes still include information in the form of ceremonial activities at the police level, even though the Polri Media Hub is already national in scale we can see at Figure 3. News must also have value such as something that is considered important and has appeal. Values in news can be categorized into several aspects. Some news values according to (Eriyanto, 2018), namely:

- Prominence (Excellence)**  
 News value is measured by the magnitude of the event or its importance. The events reported are events that are considered important.
- Interest (Human Interest)**  
 An event is more likely to be called news if the event contains more elements of emotion, sadness, and drains the audience's emotions.
- Conflict / Controversy**  
 Events that contain conflict are more likely to be called news than ordinary events.
- Extraordinary**  
 News that contains unusual events, events that rarely occur.
- Proximity**  
 Events that are close are more newsworthy than events that are far away, both physically and emotionally for the audience. The activity which took place for 5 days from May 8 to 12, 2023 aims to support the capabilities of personnel in the field of public relations. The mentoring activities include PID (Information and Documentation Management) materials, journalistic photography materials, videography, SPIT operations, Polri MediaHub and the Polri Public Relations website.

The activity will last for 5 days from 8 to 12 May 2023, with the aim of supporting the capabilities of personnel in the field of public relations as we seen at figure 4 and 5. The event started at 07.30 WIB and lasted until finished. The training participants were very enthusiastic in following the directions and instructions given by Karo PID Divhumas. Training contained material on PID (Information and Documentation Management) Photography and Videography, then yesterday's material on operating SPIT, MediaHUB Polri, and the Public Relations Website of the Police. This increase in capability is expected to make the police more effective in carrying out their duties and providing the best

service to the public. Then all personnel must be able to have public service skills and ethics as well as digital capabilities to move towards the Precision Police that is loved by the public.



Figure 11. the Head of Public Relations of Polda Metro Jaya Brigadier General Pol Drs. Moh. Hendra Suhartiyono, M.Si accompanied by the Head of Public Relations Sub-Directorate of Polda Metro Jaya AKBP Jajang Hasan Basri attended the training to improve the competence of Polda Metro Jaya Public Relations



Figure 12. Public Communication Improvement Training in the Field of Public Relations Writing in Digital Media for Public Relations Personnel of Polda Metro Jaya

## CONCLUSION

A Community Service activity has been carried out in the form of Mentoring to Improve Public Communication and Public Relations Writing in Digital Media for Public Relations Personnel of Polda Metro Jaya which was attended by representatives of public relations personnel in the jurisdiction of Polda Metro Jaya. Through this training, it is hoped that Polri MediaHub operator personnel can be more skilled in managing Polri content through the MediaHub platform, and be able to present accurate and useful information for the community. This mentoring is one of the concrete steps in building better communication between Polri and the community in the current digital era.

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