Communication Strategy of North Sumatera's Police on Proactive Socialization Activities for Acceptance of Prospective Members of the State Police of the Republic of Indonesia in 2020

Melda Rahmi[1]; Lusiana Andriani Lubis[2]

[1] Master of Communication Science, Faculty of Social and Political Sciences, University of North Sumatra, Medan, Indonesia

[2] Lecturer of Master of Communication Science, Faculty of Social and Political Sciences, University of North Sumatra, Medan, Indonesia

Abstract

This study aims to analyze the communication strategies and barriers of the proactive socialization team in capturing high-achieving Polri candidates at the North Sumatra Regional Police in 2020. The research method used a qualitative approach with the phenomenological method. Data collection techniques in this study were interviews and observations, then checking the validity of the data by using triangulation techniques. The results of the study show that the communication strategy created is an attempt by the National Police to be able to provide early notification to the public regarding Polri's acceptance and as a means of keeping people from exploiting the situation of acceptance for personal gain. Obstacles to the socialization team, including the inadequate budget support to be able to visit all schools in the North Sumatra province, the lack of support from the incumbent leadership (Kabag Sumda) at the time of proactive socialization activities in October 2019, Not making or compiling materials that should be made to be presented to students so that the students 'understanding and attention are more focused on what goals will be conveyed, the difficulty is to be able to coordinate with the school to be able to fill the time with expected proactive socialization activities and students' low enthusiasm and trust in the message what the socialization team wanted to convey regarding clean, transparent, accountable and humanist recruitment.

Keywords: *Communication Strategy; Proactive Socialization; Barriers*

Introduction

Miller (Singkoh, 2013: 3) states that "communication is a process that is transactional" which means communication is a transactional process, in relation to the exchange of messages between communicants and communicators or it can be said as a negotiation between the two. Meanwhile, transactional itself contains dynamic meaning, which means that communication is constantly moving.

Communication Strategy of North Sumatera's Police on Proactive Socialization Activities for Acceptance of the State Police of the Republic of Indonesia in 2020

662

When explored in these two statements, there is a relationship between the communication process and the ever-changing understanding of communication. If we relate the fact that the communication needed anywhere will always change, and with this condition, someone really needs the ability to communicate, even in an organization where someone is located, he must always be able to follow a transactional communication process.

Miller (Singkoh, 2013: 4) states in his book on the assimilation process, when a worker unites with an organization, adaptation does not occur automatically and immediately. Rather, the adjustment to the life of the organization takes gradually. Researchers consider this process often divides socialization into three phases (Anticipatory socialization, encounter and methamorphosis).

The theory that has been mentioned, if it is related to the steps prepared by the SSDM Mabes Polri in 2019, shows that the Police have discussed the assimilation process. Proactive socialization steps planned and compiled by the National Police, in order to provide an overview or outreach to prospective selection participants, both before participating in the selection stage, when elected, and when joining the Police It is hoped that the new police recruits will be able to competently and professionally carry out their future duties.

The socialization is related to the continuous efforts made by SSDM Mabes Polri with the regional level implementing team, namely Polda, and as the socialization team is the Police. This is done by the Police because there is a phenomenon of cases that still occur in the process of admitting prospective Polri members, even though in reality a career as a member of the Police is still in demand by the public. This is done to meet the demands of the community who want the police institution in terms of fostering human resources to have a good performance, always clean up, and try to show the best possible performance or at least show a change. To achieve these efforts requires an effective communication strategy, including methods, techniques or communication methods so that the National Police can achieve its communication goals.

The success of a socialization lies in the ability of a communicator to convey messages. Researchers are interested in bringing up this research driven by the enthusiasm and concern of researchers towards the Police institution which is currently continuously improving itself and trying to improve the admission selection system for prospective Polri members. It is hoped that this selection process will create clean, authoritative Police human resources who can always protect the entire community by prioritizing the principles of professionalism.

Clean, Transparent, Accountable, and Humanist (BETAH) is the principles of the current recruitment process for new police recruits. This is based on the Regulation of the Head of the National Police of the Republic of Indonesia (Kapolri) Number 10 of 2016 concerning the admission of candidates for the National Police of the Republic of Indonesia, which is a collection of principles initiated by the Indonesian National Police (Polri) in order to guide the process of admitting prospective Polri members and prioritizing the selection process that clean and honest. The goal is to obtain good human resources (HR) with integrity. The BETAH principle is also expected to provide satisfaction and fairness to all participants who take part in the selection process.

The BETAH principle exists because of the many deviant behaviors or abuse of authority that have occurred during the process of admitting prospective members of the National Police so far. Several cases of fraud and bribery have generated and increased public distrust of the selection process being carried out. Many cases of fraud and bribery occur on a national and regional scale.

The social reality related to bribery and fraud can be seen from several online media reports that the researchers quoted, including:

a. The first news was published by the online media 'republika.co.id' on July 3, 2017, entitled "The Saber Team of the West Java Police Reveals the Practice of Police Acceptance of Bribery".
b. Second, the online media 'merdeka.com' on July 4 2018 also featured a similar phenomenon, namely highlighting the behavior of irresponsible individuals who committed fraud that occurred in various processes for admitting Polri members, the news was entitled "9 fraud cases of police admissions, involve active members until the police are fired".
c. Third, the case in the process of admitting members of the police that occurred in North Sumatra, can be seen in the online media coverage 'news.detik.com' on July 12, 2017 entitled "Participants of the Police Academy of North Sumatra Police, Protest Special Quota for Police Headquarters".
d. Fourth, in 2019, a fraud case that occurred in North Sumatra was carried out by someone claiming to be a member of the Police with the rank of Kombes (Big Commissioner) who served at the National Police Headquarters, cheating parents who expect their child to pass the Police Academy selection process (Akpol), who spend Rp. 757 million, the news was published by online media 'medan.tribunnews.com' on 23 September 2019.

Several cases of bribery, fraud and irregularities in the process of admitting Polri members, which were reported by the online media above, indirectly formed opinions that were often heard in the midst of society, where the community still stated that the acceptance of prospective Polri members could not be said to be clean. And to make their child a member of the Police, they must prepare a certain amount of funds that are given to someone who is trusted to help their child graduate as a member of the Police. This poses a challenge for the Police in itself, in how to convince the public to believe in the selection process or stages being carried out, which annually serve as an evaluation for the Police in making and compiling rules related to the admission of prospective Polri members.

Efforts must be made to continue social change to be directed towards a better direction. Some of the efforts of the National Police in dealing with this problem are by continuously disseminating the principles of BETAH to the internal body of the Police itself and to the community, especially high school (SMA) students or equivalent. The process of admitting Polri members is a long series of activities. Socialization activities are the initial activities that must be carried out by the socialization team and are the responsibility of the National Police as an agency that always strives to obtain professional human resources. The Police Human Resources Department, as the executor in an effort to find superior human resources, forms a socialization team every year to disseminate matters related to the admission process of Polri members to high school (SMA) students or the equivalent.

The National Police from 2017 to 2019, has endeavored to carry out proactive socialization for the admission of prospective Polri members. This proactive outreach activity is carried out during the admission of prospective members of the National Police, every day of the year, which is also followed by the implementation of coaching and training for prospective Polri members. This is an effort to provide information to all levels of society, so that the public can know and understand about the selection process for admission of candidates for the Police. So, the community can prepare their sons and daughters who are interested in joining the National Police, which is carried out according to the BETAH principle.

This outreach activity is a routine activity made by the Chief of the Indonesian National Police (Kapolri), packaged and delivered by the Human Resources Secretariat (SSDM) Headquarters (Mabes) of the Indonesian National Police (Polri). SSDM Mabes Polri, in this case as policy maker and compiler of the Chief of the National Police of the Republic of Indonesia (Kapolri) regarding proactive dissemination of recruitment of prospective members of the Police. SSDM Mabe Polri continues the policy to the human resources sector (HR) of the North Sumatra Regional Police (Polda Sumut) as the person in charge of implementing the proactive socialization of each region, which is continued to the Resort Police (Polres) of each city and district to be implemented.

The Polres of each city and district area is the front part of the Police structure in the city and district of each region in the process of delivering information or disseminating information about a policy, although basically all components contained in the Polri organization should be able to convey information or figures who can be trusted by the public in conveying information or policies made within the Police. However, related to the proactive socialization of recruiting candidates for the National Police, the Resources Division (Sumda) at the Polres has the responsibility to convey information on the stages or process of admitting Polri candidate members which will be carried out every year.

The Resources Section (Sumda) is a section located at the Polres, which functions as the part that manages the needs of personnel or members of the National Police regarding administration. In connection with the proactive socialization of the admission of prospective members of the National Police, Sumda as an assistant committee for the admission of prospective Polri members, is tasked with disseminating information to the public first and coordinating with schools or closest agencies regarding the admission of prospective Polri members in regencies and cities that have jurisdictions. As well as opening opportunities for students who are interested in becoming members of the National Police, to be able to take part in coaching and training with predetermined stages. The stages that must be followed by participants are administrative examinations related to the requirements for admission to members of the National Police which will be opened in 2020, then health checks according to the desired standard health requirements at the Police, psychology coaching and training, academic potential tests and physical ability tests such as running 12 minutes, push ups, sit ups, sutle runs, and swimming.

One of the socializations aims is to ensure that students who will later participate in the selection process for admission of Polri members are not influenced by individuals who offer shortcuts in the form of fraud. The purpose of this outreach activity is to provide an overview of Indonesian citizens, especially students who are prospective participants in the selection for admission to members of the Police. This socialization contains the ins and outs of the Police, the requirements to become a member of the National Police, profiles and career paths, the selection process for admission of Polri members which is carried out in a clean, transparent, accountable and humanist manner. Meanwhile, the purpose of this outreach is as a guideline in implementing the admission of Polri members, so that it is hoped that the public or citizens who meet the requirements; know, understand the process of acceptance activities carried out and be able to measure how the abilities of the prospective participants before following the selection process or stage.

If a conclusion is drawn about the definition of proactive socialization in accordance with the instructions from the Head of the Police's Telegram Letter Number: ST / 2625 / X / DIK.2.1. / 2019 dated 3 October 2019 concerning the implementation of proactive socialization is one of the steps of the National Police to convey messages so that the public knows and gets information earlier regarding the selection process for the admission of candidates for the National Police, which is carried out massively every day throughout the year, either through the media or direct notification to the public, especially high school students or the equivalent in order to obtain qualified, superior, and competitive candidates for Polri members.

The proactive socialization program for the admission of prospective members of the National Police which, if carried out properly, is an extraordinary achievement for the future progress of the Police. Proactive socialization if carried out properly in accordance with the steps that have been prepared by the Police Headquarters, will indirectly contribute to the National Police's understanding of the acceptance of Polri members who are clean, transparent, accountable and humanist. This is also included in the vision and mission of admitting prospective members of the National Police, which is intended to meet the expectations of the community who need the police with a friendly and gentle attitude in service and can be firm in enforcing the law.

Researchers in this study hope to be able to analyze the communication strategy of the North Sumatra Regional Police in the proactive socialization activities for the admission of prospective Polri members in 2020 whether it has been running as it should or not, and can analyze the barriers to the proactive socialization team in capturing high-achieving Polri candidates at the North Sumatra Police in 2020.
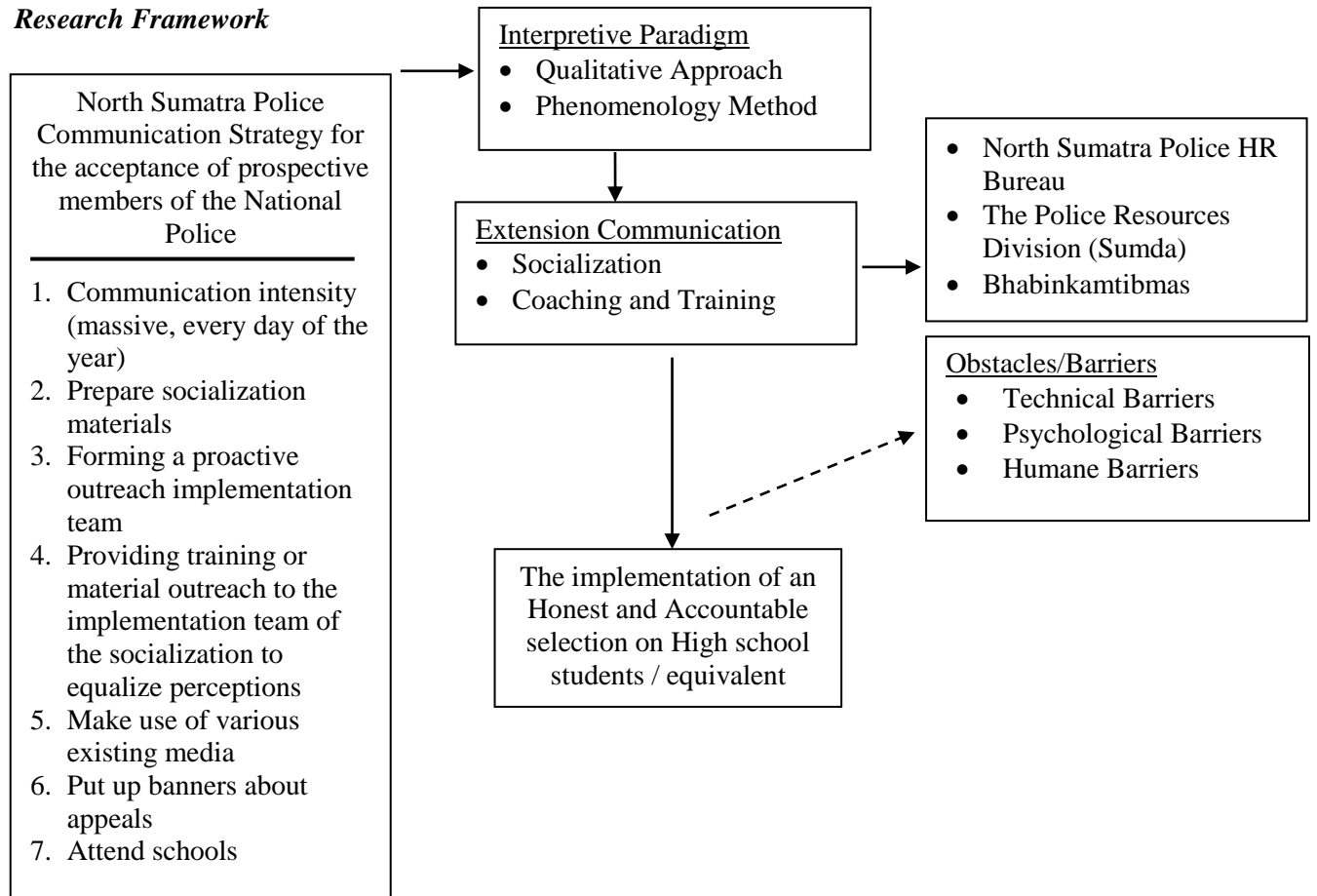
Research Framework

Figure 1. Research Framework

This study uses a qualitative approach with phenomenological methods. Through this research method, the researcher will explain the communication strategy of the North Sumatra Regional Police in the proactive socialization activities for the admission of Polri members in 2020. This research will also analyze the barriers of the socialization, coaching and training team in attracting outstanding candidates for the National Police members at the North Sumatra Police in 2020.

In this study, the authors used the informant determination mechanism using a purposive procedure, which is one way to determine the most common informants in qualitative research, by determining the research subject to become informants according to the selected criteria and those relevant to the research problem. Data collection techniques in this study were interviews and observations. Interviews were conducted with 17 (seventeen) selected informants. 2 (two) of them are members of the National Police who are in charge of human resources (HR), then 15 (fifteen) people from high school students or different equivalents. The next activity is checking the validity of the data by using triangulation techniques.

Result and Discussion

Communication Strategy

In a previous study researched by Mulyanti (2014) entitled "Communication Strategies in the Socialization of Family Planning Programs to Reduce Population Growth in Sangasanga Dalam Village in Sangasanga District", there are some similarities in the research with the problems the researcher examined. Mulyanti's research (2014) concludes that the Communication Strategy in socialization that has been carried out by executors of family planning in Sangasanga Village can be said to have succeeded in mobilizing and empowering the community in family planning programs, by restructuring the family planning program management system, strengthening human resources, increasing family resilience and welfare through family planning services, and increasing family planning funding.

Mulyanti (2014), in her research also stated that the socialization that had previously been compiled and planned by the family planning implementation team can be said to have succeeded in providing information to the community. Mulyanti revealed that family planning communication activities are the most intense and intensive activities carried out anywhere in developing countries. This study uses communication strategies to achieve the government's goals, namely continuous socialization, which can easily collaborate with the community to participate in activities aimed at creating a balanced society in 2015.

The research by Mulyanti mentioned above has similarities with this research, where in addition to his research using the same method, namely the qualitative descriptive method, the communication process on the problem being studied also has similarities. Mulyanti's research also provides input in the form of theory to researchers related to the theory used, namely the theory of communication strategies. The use of 'Communication Strategies' according to Effendi (Mulyanti, 2014: 134) is important, because the success or failure of effective communication activities is largely determined by the communication strategy. It is said to be important because it is seen from the understanding of the communication strategy. Communication strategy is a guide for communication planning and management to achieve a goal. To achieve this goal, the communication strategy must be able to show how operational it is tactically and what must be done, in a sense, the approach can be different at any time depending on the situation and conditions.

The elements that influence the occurrence of the communication process on the problems studied by Mulyanti (2014) include:

a. Communicators as extension workers or implementers of work, function as conveyors of messages or information directed by the government to be disseminated to the public.
b. Message or information as the core of the communicator's goal, conveying messages or information to the public. The contents of the message varied, especially the socialization of population development, namely the family planning program.
c. The use of media, here the media acts as a bridge between communicators or extension agents about messages conveyed to the public or communicants, in this case there are several types of media, namely print media and electronic media, both of which have the same nature, namely providing information to the public at large.
d. Communicants or the community in this case are the target of communicators, where the communicator delivers messages based on the objectives to be achieved, one of which is a balanced society 2015.
e. The effects or results of this research are obtained in a communication process in the form of socialization which essentially invites the public to participate in the success of population development, namely family planning.

The communication strategy described in the research of Arshad et al. (2017) uses a theory that provides an overview for researchers to be able to analyze the Communication Strategy of the North Sumatra Regional Police in the 2020 Police Candidate Admissions Activity. The data analysis uses the Communication Strategy and Planning theory from Middleton (1980), which uses the POAC management approach (planning, organizing, controlling / implementing, and monitoring / evaluation).

This study is different from previous research, where previous research was used as input for researchers related to the communication strategy of the North Sumatra Regional Police in the recruitment activities of candidates for the Indonesian National Police. This study analyzes the communication strategies used in the socialization activities that were carried out in November 2019. This study also analyzes the barriers that the socialization team found when carrying out socialization at high schools or equivalent in the jurisdiction of the Medan Police.

The North Sumatra Regional Police Communication Strategy for proactive socialization activities for the admission of Polri candidates for 2020 when viewed from the planning, organizing, actuating, and monitoring / evaluation (controling) side based on research findings, including:

1. Planning

    Planning is a determining function of what will be carried out within a certain time limit, certain costs and facilities to achieve a predetermined result. Planning is also a preliminary thought in an effort to achieve predetermined goals and objectives. Planning provides goals for the organization and determines the best procedure for achieving these goals, whether it is by setting goals, rules, making plans and so on. The purpose of planning is the existence of an end result that effectively and efficiently becomes the subject of the management process, in accordance with the general policies that have been made.

    Informant I: Aiptu Muklis Manullang said that in its implementation, the sub-division of personnel provision (Subbagpers) collaborated with the Resources Division (Sumda) of each Polres to be able to socialize the reception activities that had been planned and compiled by SSDM Police Headquarters. In this case, the researchers saw that the proactive socialization activities carried out by the North Sumatra Police's human resources through the Sumda of each North Sumatra Police and empowering Bhabinkamtibmas were direct instructions from SSDM Police Headquarters. But in reality it is not as structured as the steps that have been arranged.

2. Organizing

    Organizing in this case is creating a neatly structured framework or work structure, so that each part will form a unity and influence each other. In other words, it can also be called the preparation of work tasks and responsibilities. Organizing includes the process of organizing and allocating work, authority and resources among members of the organization so that they can achieve organizational goals efficiently. The purpose of organizing is to facilitate the implementation of tasks and supervision of each unit of people so that management is successful in an effective and efficient manner.

    Based on the results of interviews with members of the National Police at the Medan Police, Informant II: Penda TK I, Robby Irwansyah, S.Pd stated that there was a difference between the interviews the researchers conducted orally and in writing. When researchers asked verbally during coaching and training activities, when prospective selection participants were carrying out external physical health examinations, Penda TK I Robby Irwansyah said he did not carry out the overall socialization because at that time according to him there was no support from the leadership (Head of Regional Sumda who served at that time) until finally he coordinated with Binmas to empower Bhabinkamtibmas to appeal to students at schools in the Bhabinkamtibmas area.

The following day the researcher asked Mr. Robby for information with the intention of getting a more complete information in writing, but there were differences in answers from the oral interview at the previous meeting. Mr. Robby's answers in his writing have an upside-down fact, in which Mr. Robby said that his team conducted outreach to schools located in the Medan Polrestabes area complete with the number of participants and other information. Researchers had difficulty taking the meaning of the writings written by Mr. Robby. In the end, the researcher concluded that the socialization was carried out, it's just that Polrestabes carried out the socialization activity simply by empowering Bhabinkamtibmas. For the division of tasks, initially according to Mr. Robby there was a Task Order to hold outreach at the activity. According to him, this warrant is the same as an order for coaching and training activities. Then the researcher asked whether this warrant also applies to socialization activities, then Mr. Robby answered "same ma'am", then the researcher asked for a copy of the warrant as an attachment to this study.

3.   Actuating/Implementation

Implementation is an activity carried out by the leadership to guide, direct, regulate all activities of the person who has been assigned the task of carrying out any business activity. By creating the right atmosphere, leaders help their employees to carry out their duties properly. Compared with planning and organizing which deals with more abstract aspects; leadership activities are very concrete, because they are directly related to people. The goal is for the management process to succeed in accordance with the expected plan in an effective and efficient manner.

Implementation of proactive outreach activities in accordance with the instructions or directions made by SSDM Mabes Polri. For this socialization, the Polda's human resources made a socialization order to be carried out at each selected school. In relation to schools located in each region, socialization was generally carried out by each Polres located in each row. Researchers took the research location at Polrestabes Medan to observe the socialization activities that had been carried out. This research was conducted at the Polrestabes Medan because of its location which is still affordable for researchers to visit. Researchers asked questions and made observations on activities that have been carried out by Medan Police personnel, in this case the Resources Section (Sumda), which deals with the administrative activities of Polri personnel or Polri members.

At the Medan Polrestabes, to be precise the Resources Section, the researcher asked whether the Medan Polrestabes Resources Department made an assignment letter for the implementation of proactive socialization activities for the admission of Polri members, then Penda TK I, Robby Irwansyah, S.Pd said that there was no special warrant related to socialization. proactive admission of Polri members, because it is combined with a letter of instruction for the implementation of Guidance and Training activities for admission of Polri members. However, what they do related to proactive socialization is to coordinate with the respective Binmas of Polsek to empower their Bhabinkamtibmas so that they can carry out persuasive socialization to school students who are in their respective Bhabinkamtibmas duty areas.

Bhabinkamtibmas carried out proactive socialization related to the admission of Polri members to schools in each of their assigned areas of duty while giving appeals to Monday morning ceremonies. These activities are carried out to support proactive socialization activities that have become a program of the SSDM Mabes Polri so that the public knows and understands the aims and objectives of the program expected by the Chief of Police.

4.   Monitoring/Evaluation (*controling*)

Control has a very important role or position in management. Control has a function to test whether the implementation of work is orderly, directed or not. Even though the planning, organizing,

actuating are good, if the implementation of the work is not good, orderly, and not directed, then the objectives that have been set will not be achieved. Thus, control has a function to supervise all activities aimed at the target, so that the objectives that have been set can be achieved.

The implementation of activities that have been carried out by each Polres is ordered by the North Sumatra Police HR to be able to report on these activities every day through the WA group that has been created by the North Sumatra Police HR with the intention of being able to monitor the activities that have been implemented. There is a direct warning against the polres for not reporting their daily activities, this is in the form of a direct warning through the WA group that has been created.

Communication Barriers

In essence, strategy is planning and management to achieve a goal that has a dual function, namely to disseminate communication messages that are informative, persuasive, and instructive in order to obtain optimal results. In fact, in carrying out an activity, not everything goes according to plan, and there are often problems that hinder the activity. The following are obstacles in the communication strategy, including:

　a.　Technical Barriers

Obstacles caused by several factors, including: (1) Lack of facilities and infrastructure needed in the communication process, (2) Mastery of inappropriate communication techniques and methods, (3) physical conditions that do not allow the communication process to occur, (4) communicants who are not ready to receive messages from the communicator.

Based on the information that the researcher got from several informants, especially informants from the Medan Police personnel, which was supported by information conveyed by several students who attended the socialization, that this activity was included in a series of direct proactive socialization activities. In its implementation, proactive socialization activities that come to schools in each Polres have not been carried out properly. There are only a few schools that can be visited, due to several information barriers, including the absence of infrastructure such as media used only orally, not using other materials, for example netbooks, exposure material, power points that use a display screen that can be seen directly by participants socialization, not fully supported by the attached leadership (head of section), as well as the right time to be able to adjust the time of student learning activities with the expected implementation time of the socialization team.

　b.　Psychological Barriers

Psychological Barriers are disorders that occur because of problems that arise in individuals, for example the communicant's suspicious feelings towards communicators, grieving situations or other disturbances, resulting in imperfect information delivery and reception (Cangara, 2013). As is known, this obstacle is not very dominant, and tends not to really affect schools in its implementation.

　c.　Humane Barriers

Humane Barriers are obstacles of a human kind that arise from personal problems faced by people involved in communication, both communicators and communicants. There are several obstacles to effective communication, namely: (1) Listening; (2) Ignoring information that contradicts what we know; (3) Assessing sources; (4) different perceptions; (5) A word that means different to different people; (6) Inconsistent nonverbal signals; (7) Emotional Influence; (8) Distraction. DeVito (1997) in (Liliweri, 2010: 131) classifies three types of disturbance, namely: (1) Physical disturbance, in the form of

interference with the physical transmission of other signals or messages, for example the whir of a passing car, computer buzzing, glasses; (2) Psychological disorders, cognitive or mental interference, for example prejudice and bias towards the source and narrow thoughts of the recipient; (3) Semantic disorders, in the form of speakers and listeners that give different meanings, for example people speaking different languages, using jargon or terms that are too complicated and cannot be understood by the listener.

In this third obstacle, it tends to lead to students who take part in the socialization, which depends on the messages received by students during the activity.

Aiptu Muklis Manullang said that there were several categories of students who heard and understood what was said during the socialization. He added that many things influenced them to listen carefully to what was said until the end of the socialization activities. First, according to him, there were students who really had an interest in becoming members of the National Police, without any socialization they would still register to become members of the Police with a strong desire. Second, students who are not only interested, but also have the talent to become members of the National Police, then the socialization is likely to be effective, because the person concerned will definitely try his best to find out how to practice and learn in order to qualify to become a person. members of the National Police. Third, students who just want to join in like the wishes of other friends, which do not come from their self-awareness of their abilities. These students tended to be ignorant and indifferent to the information received, so that the socialization carried out did not seem very effective.

The three things conveyed by Aiptu Muklis above could be humane obstacles that occur in the field. The motivational background of each student can affect the effectiveness or failure of the message content conveyed by the socialization team, depending on the recipient of the message during the activity.

Conclusion and Suggestion

Conclusion

Based on the findings obtained in this study, the researcher can draw the following conclusions:

1. Communication Strategy for the North Sumatra Regional Police on proactive socialization activities for the admission of candidates for the National Police of the Republic of Indonesia in 2020:

    a. Forward instructions and directions from SSDM Mabes Polri related to proactive socialization of the admission of prospective Polri members to each Polres under the North Sumatra Regional Police.
    b. The North Sumatra Police HR carries out proactive socialization only to selected schools that have superior categories based on internal observations in the North Sumatra Province, namely the Padang Sidempuan, Central Tapanuli and Tobasa districts.
    c. The North Sumatra Regional Police's HR monitors the activities carried out by each Polres through the WA group that is created, so that each stage of the socialization can be carried out as expected.
    d. One of the Polres that carried out outreach activities included the Medan Police, the socialization was only carried out at a few schools located in the Medan District Police's jurisdiction, and the Medan Polrestabes empowered Bhabinkamtibmas to carry out socialization in each school on Monday morning ceremonies.

e. Proactive socialization activities are supported by coaching and training activities for admission of candidates for the National Police in accordance with instructions from SSDM Mabes Polri in the Head of Police's telegram letter Number: ST / 2625 / X / DIK.2.1. / 2019 dated 3 October 2019 regarding the implementation of proactive socialization for admission of prospective members the police.

f. The communication strategy created is an effort by the National Police to be able to provide early notification to the public regarding Polri's acceptance and as one of the means intended to prevent people from taking advantage of the situation of acceptance for personal gain.

2. Barriers to the socialization, coaching and training team as an effort to attract high-achieving Polri candidates at the North Sumatra Regional Police in 2020, including:

a. Budget support is not fulfilled to be able to visit all schools in the North Sumatra Province.

b. The support of the incumbent leadership (Kabag Sumda) was not maximal during the proactive socialization activities in October 2019. However, after changing positions, the new leadership continued proactive socialization activities by giving direct orders to empower Bhabinkamtibmas so that the final achievements of these activities could be carried out smoothly and promotional messages can be conveyed to the target of the socialization, namely high school students / equivalent.

c. The absence of material that should be made or arranged to be presented to students so that the students' understanding and attention is more focused on what goals will be conveyed

d. It is difficult to coordinate with the school about the expected timing of proactive socialization activities

e. The students' lack of enthusiasm and trust in what message the socialization team wanted to convey regarding clean, transparent, accountable and humanist recruitment

Suggestion

1. Theoretically

This research can be used as a reference for further research on the Police Communication Strategy in the implementation of the process of recruiting candidates for the Police.

2. Academically

The results of this study can be continued for further research to discuss the Communication Strategy of the North Sumatra Regional Police as an effort to increase public trust in the Indonesian National Police in the admission of prospective Polri members.

3. Practically, this research is expected to:

a. The results of this research can be used as input and evaluation in the implementation of the socialization for the following year in the activity of recruiting prospective members of the Police.

b. The results of this research can be used as input to the public that the National Police is serious about implementing a clean, transparent, accountable and humanist selection process with clean and clear jargon. Therefore, this research can provide input and description to the public so that they can support the programs that have been made, so that the internal Police involved in the committee can work professionally and honestly.

Communication Strategy of North Sumatera's Police on Proactive Socialization Activities for Acceptance of Prospective Members of the State Police of the Republic of Indonesia in 2020

672

References

Arshad, Muhtadin M. (2017). Strategi Komunikasi Departemen Produksi dalam meningkatkan kualitas program pagi-pagi Net TV. Jurnal Inovasi. Volume 11 nomor 2 tahun 2017

Cangara, Hafied. (2017). *Perencanaan dan Strategi Komunikasi*. Jakarta: PT. Raja Grafindo Persada
_____. (2011). Pengantar Ilmu Komunikasi. Jakarta : Raja Grafindo Persada

Effendy, O. U. (2009). *Ilmu Komunikasi Teori dan Praktek.* Bandung: PT Remaja Rosdakarya

Liliweri, A. (2010). *Strategi Komunikasi Masyarakat*. Yogyakarta: PT. LKiS Printing Cemerlang

Mulyanti, Rusli. 2014. Strategi Komunikasi Dalam Sosialisasi Program Keluarga Berencana untuk Menekan Pertumbuhan Jumlah Penduduk Kelurahan Sangasanga Dalam di Kecamatan Sangasanga. http://ejournal.ilkom.fisip-unmul.ac.id

Singkoh, Chandra Janaiver. (2013). Proses Sosialisasi Sistem "Sembilan Alur Kerja" Di PT. XYZ Surabaya (Ex Cv.Mno), Jurnal E-Komunikasi Vol I. No.1 Tahun 2013

Surat Telegram Kapolri Nomor: ST/2625/X/DIK.2.1/2019 tanggal 3 Oktober 2019 tentang Pelaksanaan Sosialisasi Proaktif Penerimaan Calon Anggota Polri

Surat Telegram Kapolda Sumut Nomor:ST/941/X/DIK.2.1/2019 tanggal 4 Oktober 2019 tentang Kampanye Proaktif melalui Program Pembinaan dan Pelatihan bagi Calon Taruna Akademi Kepolisian

Surat Telegram Kapolda Sumut Nomor: ST/942/X/DIK.2.1/2019 tanggal 4 Oktober 2019 tentang Sosialisasi Proaktif Penerimaan Calon Anggota Polri

Suryanto. 2015. Pengantar Ilmu Komunikasi. Bandung: CV. Pustaka Setia

Undang-undang nomor 10 tahun 2016 tentang Penerimaan Calon Anggota Kepolisian Negara Republik Indonesia

Other References

Mengaku Berpangkat Kombes, Pria ini Tipu Orangtua yang Berharap Anaknya Masuk Akpol. (n.d.). Retrieved September 25, 2019, from Tribun Medan website: https://medan.tribunnews.com/2019/09/23/mengaku-berpangkatkombes-pria-ini-tipu-orangtua-yang-berharap-anaknya-masuk-akpol, diakses pada tanggal 3 Januari 2020 Pukul 22.00 WIB

Permana, D. A. (n.d.). 9 Kasus penipuan penerimaan Akpol, libatkan anggota aktif sampai pecatan polisi | merdeka.com. Retrieved September 8, 2019, from https://www.merdeka.com/peristiwa/9-kasus-penipuan-penerimaanakpol-libatkan-anggota-aktif-sampai-pecatan-polisi.html,diakses pada tanggal 3 Januari 2020 Pukul 22.00 WIB

Rahardjo, Mudjia (2018). Paradigma Interpretif, 1-5. http://repository.uinmalang.ac.id/2437/1/2437.pdf, diakses pada tanggal 6 Januari 2020 Pukul 23.00 WIB

Santama, J. (n.d.). Peserta Seleksi Akpol Polda Sumut Protes Kuota Khusus Mabes Polri. Retrieved September 7, 2019, from Detiknews website: https://news.detik.com/berita/d-3557745/peserta-seleksi-akpol-polda-sumut-protes-kuota-khusus-mabes-polri, diakses pada tanggal 3 Januari 2020 Pukul 22.00 WIB

Tim Saber Polda Jabar Ungkap Praktik Suap Penerimaan Polisi | Republika Online. (n.d.). Retrieved September 7, 2019, from https://www.republika.co.id/berita/nasional/umum/17/07/03/osi2f5-tim-saber-polda-jabar-ungkap-praktik-suap-penerimaan-polisi, diakses pada tanggal 3 Januari 2020 Pukul 22.00 WIB

Ula Ainul.(2019).*"Teori–teori Komunikasi Antar Pribadi"*.Diakses dari https://www.academia.edu/36814103/Teori_Teori_Komunikasi_Antar_Pribadi pada tanggal 6 Januari 2020 Pukul 23.00 WIB

Rekrutmen personil Polri. https://www.polri.go.id/rekrutmen, diakses pada tanggal 27 Juli 2020 Pukul 06.22 WIB

Copyrights