



RESEARCH ARTICLE

The Role of Media Relations and Information Disclosure in the Positive Image of the South Tangerang Police

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Abstract

This study aims to discuss the role of media relations and information disclosure in building a positive image of the South Tangerang Police. In the digital age, police public relations are not only required to convey information, but also to manage public perception through communication strategies that are transparent, participatory, and adaptive to technology. Using a qualitative approach based on a literature review, this study analyzes the communication strategies of the South Tangerang Police Public Relations Department through the use of social media and partnerships with local media. The results show that the success of building a positive image of the police is determined by a combination of information transparency, the use of digital technology, the strengthening of media relations, and the strategic management of negative issues. However, challenges such as disinformation, trust deficits, and resource constraints remain obstacles that must be anticipated. Therefore, communication innovation, digital literacy, and continuous evaluation are important factors in strengthening the legitimacy and public trust in police institutions.

Keyword: Role, Media Relations, Information Disclosure, Positive Image.

Introduction

The image of the police is an important element in maintaining social stability and public trust in state institutions, especially in the context of community policing. In an organization or institution, building a corporate image is closely related to organizational communication through community empowerment (Dewi, Yuliani & Praptiningsih, 2025). In the context of South Tangerang, police public relations play a key role in building and maintaining this image, with open communication and an active presence in public spaces that have been proven to increase positive public perception (Hikmah et al., 2023). A positive image has a direct impact on the effectiveness of officers' work in the field, especially in approaches that involve partnerships with the community. This indicates that communication strategies must be integrated with security strategies. Therefore, the public relations department does not only function as an information disseminator but also as a regulator of public perception. A communication approach that is planned, consistent, and open will create sustainable trust. Thus, a good image of the police is the result of collaboration between institutions, the media, and the community.

Media relations are a crucial aspect of public communication practices today, emphasizing the importance of professional interaction between the police and the media to achieve efficient communication (Krawczyk, 2024). In this digital age, information about the police can spread quickly and influence public opinion in a short period of time. Therefore, police public relations must have the expertise to carefully manage the flow of information so as not to cause misunderstandings among citizens. Good cooperation with the media also contributes significantly to creating a positive image of police activities. In South Tangerang, this commitment is evident through various press conferences, collaboration in coverage, and the provision of transparent data access for local media.

The media is no longer merely a channel for conveying information, but a strategic partner that helps bridge the gap between institutional messages and the public. With this approach, media relations are not just a technical task, but part of a broader and more impactful communication strategy to enhance the positive image and public trust in institutions (Rahmawati, 2020). Information disclosure is a fundamental principle in modern public relations practices, especially in the public sector, and transparency is seen as an element that strengthens collaboration between institutions and the community in various previous studies (Shepherd, 2018).

The South Tangerang Police Public Relations Office utilizes social media and mass media to disseminate crime data, activity programs, and clarifications on circulating issues. This shows that police institutions no longer work behind closed doors. This effort helps reduce the information gap, which is one of the causes of public distrust. The effectiveness of this strategy is also evident in research highlighting the importance of presenting information openly and attractively through digital media (Fitrianingsih & Kholik, 2021). Thus, increased information transparency provides greater opportunities for institutions to build public trust while strengthening the role of public relations in managing communication ethically and sustainably.

Social media has become a communication channel that cannot be ignored by public institutions. In the context of policing, platforms such as Instagram, TikTok, X (Twitter), and Facebook are used to build emotional closeness with the community through various forms of relevant and accessible information delivery (Sidabutar et al., 2024). In South Tangerang, social media is not only used for publishing activities but also as a means of quickly responding to public inquiries or complaints, thereby shaping the image of a police force that is responsive and adaptive to technological developments. At the same time, social media also serves as a space for public scrutiny, so every message conveyed must be carefully and professionally designed to avoid misinterpretation or negative perceptions (Lev-On, 2025). With the right digital strategy, public relations can reach a wider audience and strengthen public trust, making social media a direct reflection of the institution's image and attitude towards the public. Relationships with local media are an important strategy in building effective public communication, and local media have direct reach to communities in specific areas, enabling them to influence local opinion in a specific way (Stenström, 2023). In South Tangerang, the

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Police Public Relations Office actively collaborates with local print and online media in reporting on police activities, security operations, and legal education. This partnership takes the form of regular press conferences, police journalism training, and special access to data and sources. This collaboration creates a mutually beneficial relationship: the media obtains reliable information, while the police gain credible public space. This partnership is a strong foundation for transparent and reliable public communication.

Despite its great potential, media relations practices are not without challenges. One of these is the spread of hoaxes or unverified information that can tarnish the image of the police in the digital public sphere (Nurnisya et al., 2021). On the other hand, relations with the media also require a professional approach so as not to appear manipulative or secretive. Too much control over information can actually arouse public suspicion. Therefore, public relations officers are required to have crisis communication skills and establish good personal relationships with journalists. In addition, limited human and technological resources can also be an obstacle in the implementation of digital communication strategies. These challenges need to be anticipated through regular training, capacity building, and inter-agency cooperation.

Modern communication strategies not only convey messages, but also encourage active participation from the community so that they feel involved in the process of security and law enforcement. This participatory approach is in line with the concept of relational continuity, which is an important element in community policing to build long-term relationships between the police and the community (Signori et al., 2023). In South Tangerang, the Public Relations actively educates the public through social media and field activities such as community forums and legal counseling. This education covers citizens' rights, legal procedures, and reporting criminal acts. With this approach, the community is not only the recipient of information but also an active participant in creating collective security. This strategy strengthens the image of the police as public servants, not merely law enforcement officers.

In the face of the era of disinformation, digital literacy is important for both public relations practitioners and the public because the development of information in the digital space is very rapid and requires a high level of adaptability in understanding algorithms, trends, and the dynamics of online narratives (Siregar et al., 2024). Improved digital literacy enables public relations professionals to design messages that are more targeted and easily accepted by digital audiences, while the public with good digital literacy will be more selective in receiving and disseminating information. This situation gives public relations a dual responsibility, namely to convey accurate information while educating the public to become critical consumers of information. Collaboration with educational institutions and digital communities is one of the strategic steps in strengthening literacy capacity so that a healthy and sustainable communication ecosystem can be formed. In order for media relations strategies to achieve optimal results, a periodic evaluation process of public perception is necessary, as the delivery of information and choice of media play a major role in shaping the public's view of police institutions (Przeszlowski & Guerette, 2025). Various methods such as surveys, news analysis, and social interaction can be used to obtain useful feedback for developing public relations strategies. In South Tangerang, this evaluation process is carried out through social media monitoring and collecting public responses in discussion forums, which allows public relations officers to understand public reactions to the programs and messages conveyed. The findings from the evaluation are then used to adjust communication patterns, determine the most relevant media channels, and improve the speed of public relations response to emerging issues. Continuous evaluation helps ensure that strategies remain relevant to the needs of the community and are effective, while strengthening the accountability of public relations as part of the institution.

The selection of the research location at the South Tangerang Police Headquarters was made based on objective considerations of the institution's performance and achievements in the field of public relations. One relevant indicator of success is the award received by the South Tangerang Police Headquarters Public Relations Office from the Metro Jaya Regional Police in June 2024

for the best work program in the field of public relations (Bantenraya.co, 2024). This award serves as recognition of the dedication and innovation of the Tangerang Selatan Police Department's Public Relations Office in improving its image and enhancing public trust. The Head of Public Relations of the Metro Jaya Regional Police, Kombes Pol Ade Ary Syam Indradi, said that the award was not only a symbol of recognition, but also an encouragement for public relations personnel to continue to develop, innovate, and become agents of positive change in society. AKP M. Agil Sahril, as Head of Public Relations of the South Tangerang Police, was even said to have successfully amplified various police activities related to public services. This demonstrates that the Public Relations Division of the South Tangerang Police Station is not only active in building relationships with the media but also effective in conveying the institution's narrative to the broader public. Building a positive image of the police is not only the task of public relations, but requires synergy between institutions, the media, and the community. Media relations strategies that prioritize information disclosure, the use of digital media, and partnerships with local media have proven effective in increasing public trust. In the context of South Tangerang, the Police Public Relations Department has implemented various communicative approaches that are in line with the dynamics of urban communities. However, challenges remain, ranging from misinformation to limited resources. Therefore, capacity building, cross-sector collaboration, and continuous evaluation are key to long-term success. As emphasized by (Williams et al., 2018), the success of communication strategies in community policing is largely determined by a commitment to transparency and public engagement. Thus, police public relations must continue to innovate and maintain the integrity of communication in order to achieve a police force that is trusted and loved by the community.

Based on this background, the purpose of this study is to examine the role of media relations and information disclosure in creating a positive image for police institutions, using the South Tangerang Police Public Relations Office as a case study. This study will focus more on analyzing the communication strategies implemented by the public relations office, their interactions with the media, and how the public responds to the narratives that are constructed. Through this approach, this study is expected to provide a starting point for the development of communication strategies that are more inclusive of public participation and focus on institutional transparency in facing communication challenges in the digital age.

Method

This study uses a qualitative approach to explore and analyze the media relations strategies employed by the South Tangerang Police Public Relations Office in building a positive image through information disclosure and media partnerships. A qualitative approach is suitable for exploring social phenomena in depth through the analysis of relevant texts, documents, and literature, especially when empirical field data is difficult to obtain or when the main objective is conceptual understanding (Lim, 2025). Thus, this study relies on sources such as scientific articles, national and international journals, police public relations policy documents, and previous research results relevant to the themes of public communication, media relations, and institutional image.

The analysis in this study was conducted by reviewing, classifying, and comparing various previous research results related to public relations communication strategies, information disclosure, and the role of the media in shaping public opinion of the police. Some of the key literature references include (Fitrianiingsih & Kholik, 2021), which examines public agency communication strategies through social media, (Hikmah et al., 2023) on the role of the South Tangerang Police Public Relations in building image, and (Krawczyk, 2024), which discusses police media relations activities from an empirical research perspective. In addition, literature from (Lev-On, 2025), (Stenström, 2023), and Nurnisya et al., (2021) was also used to understand the dynamics of the relationship between the police and the media in international and local contexts. The results of this literature review were analyzed thematically to identify patterns, similarities, and differences in the approaches

used to shape a positive image of police institutions through strategic communication.

Results and Discussion

Media Relations

Media relations are an important instrument in the communication strategy of the South Tangerang Police Public Relations Office to build and maintain a positive image in the eyes of the public. The relationship between public relations and the media is not only informative, but also strategic in shaping public perception of the police institution, as shown in a study highlighting the influence of professional relationships between the police and the media on the quality of public information and institutional credibility (Krawczyk, 2024). The South Tangerang Police Public Relations actively fosters good relations with local and national media through press conferences, publication of activities, and management of crucial issues.

This approach has proven effective in overcoming communication crises and disseminating the police's positive agenda. In the context of qualitative research, as stated (Lim, 2025), media relations are seen as a dynamic social process involving the negotiation of meaning between institutions and the public. Therefore, the ability of public relations to manage cross-media communication is very important to ensure that institutional messages are conveyed in their entirety and without bias. This also enables the establishment of a reciprocal relationship between the police and the media as partners in maintaining public order and trust.

The active involvement of the media in disseminating police information demonstrates the synergy between institutions and the public sphere. Public relations officers, as communication managers, facilitate access to relevant and accountable information for journalists. Not only that, public relations officers are also responsible for ensuring that the narratives developed in the media do not deviate from the facts. In an increasingly fast-paced digital dynamic, managing institutional representation in the media is crucial to avoid public distrust, as shown in a study on police and media communication (Lev-On, 2025). This condition emphasizes the importance of communication strategies that are adaptive to social issues and technological developments. Professionalism in conveying information and openness in responding to criticism. This strategy is used by the South Tangerang Police to build emotional closeness with the community through educational, informative, and inspirational reporting. These efforts make the media a partner that not only conveys information but also builds a positive image of the police.

Media relations conducted by the South Tangerang Police Public Relations Office are inseparable from the challenges of urban social dynamics. In metropolitan areas such as South Tangerang, security issues are highly sensitive and spread quickly on social media. Therefore, public relations officers need to be responsive so that there is no misinformation. The use of digital media such as Instagram, Twitter, and YouTube has become a strategic channel for disseminating current information while encouraging community participation in an inclusive community policing agenda (Williams et al., 2018). The use of these platforms is also in line with findings showing that social media can shape a positive image of public agencies through the presentation of interesting and easily accessible information (Fitrianingsih & Kholik, 2021). This digital approach also expands the reach of communication and increases direct public engagement. Thus, media relations integrated with information technology are one of the keys to successful institutional communication in the digital age.

Media relations also serve as a tool to mediate relations between the police and the community in situations of conflict or social tension. In such situations, the media can convey messages of peace and ease tensions

if managed properly. Police public relations need to build media trust in their institution so that the messages conveyed remain objective and constructive, an aspect that is considered important in the dynamics of police institutional growth through public communication practices (Stenström, 2023). In practice, the South Tangerang Police Public Relations Office often involves the media in social campaigns such as anti-drugs, traffic order, and tolerance. Thus, the media not only functions as a conveyor of information but also as a partner in social transformation. This practice demonstrates that the relationship between public relations and the media is collaborative and oriented toward the public interest. The success of communication in such situations also depends on the speed, accuracy, and integrity of the information provided.

The success of media relations is also determined by the ability of public relations officers to understand the needs and characteristics of local media. Not all media outlets have the same capacity to process information. The communication approach used needs to be adjusted so that the message can be received and interpreted correctly by the media and the audience. Social sensitivity in this process is an important aspect that determines the effectiveness of institutional communication (Lim, 2025). The South Tangerang Police public relations team actively fosters informal relationships with journalists to ensure the smooth distribution of information. These relationships create a sense of mutual trust that contributes to more constructive reporting. In the long term, this approach strengthens the position of the police as an institution that is open and friendly to the media. This is important for maintaining a positive image amid the dynamics of security issues.

In addition to building partnerships with the mass media, the South Tangerang Police Public Relations Office also utilizes internal media as part of its media relations strategy. Media such as police bulletins, official institutional websites, and official YouTube channels are used to convey official information from the institution to the public. This strategy is important to ensure narrative consistency and avoid message distortion from external parties (Nurnisya et al., 2021). Public relations acts as an information curator tasked with filtering and presenting information in accordance with the institution's vision and mission. With good internal media management, a positive image can be formed continuously and strategically. Public relations can also respond to public criticism openly through internal channels, thereby fostering public trust in the institution's transparency. This model shows that media relations are not only conducted externally but also involve strengthening internal communication within the institution. This is in line with the principles of holistic and systematic communication management.

The credibility of public relations in building media relations cannot be separated from technical and ethical capabilities in managing public communication. Every piece of information conveyed to the media must undergo a verification process and ethical consideration so as not to cause negative impacts, a view that is emphasized in a cross-sector collaboration study that plays a role in maintaining public trust in law enforcement agencies (Shepherd, 2018). The South Tangerang Police Public Relations Office has made media communication and ethics training part of its personnel capacity building. With professional and trained public relations personnel, the process of communication with the media can run more effectively and responsibly. This practice strengthens the legitimacy of the institution in the eyes of the public and encourages the creation of long-term relationships based on trust. In this case, media relations are not only an instrument for conveying information, but also a means of strengthening institutional integrity. This makes public

relations a strategic actor in public diplomacy and institutional reputation management.

Public Relations Office of the South Tangerang Police

The Public Relations Division of the Police has a vital role in shaping and maintaining a positive image of the police among the community. In the South Tangerang Police, this role is carried out through informative, persuasive, and educational communication strategies. Public Relations acts as a liaison between the institution and the community and is responsible for all information that enters and leaves the organization. The role of the South Tangerang Police Public Relations Office has proven to be effective in educating the public and building trust in the police institution (Hikmah et al., 2023). Activities such as safety campaigns, legal counseling, and clarification of hoaxes are part of the daily tasks of public relations. In addition, the Public Relations Department is also responsible for handling communication crises such as incidents of violence, public misunderstandings, and criticism from social media. Success in handling these situations helps shape a more positive public perception of the police. In other words, the South Tangerang Police Public Relations Department not only serves an administrative function, but also acts as the spearhead of the institution's image.

The implementation of public relations functions also reflects the importance of interpersonal communication skills and understanding of social conditions in society. Police public relations personnel need to be able to adapt to the times, especially in managing digital communication (Sani et al., 2022). In the context of South Tangerang, which has a dynamic urban community, the ability of public relations to be adaptive and responsive is very much needed. This is realized through the use of social media to convey important information quickly and accurately. Not only that, the Police Public Relations Office is also active in building partnerships with community leaders, religious leaders, and local communities as part of a cultural approach. This collaboration strengthens the position of the police as a partner of the community in maintaining security and order. This strategy also supports the concept of community policing, which emphasizes the importance of citizen participation in creating a safe environment. Thus, the public relations function works not only vertically but also horizontally in building a broad social network.

In practice, the South Tangerang Police Public Relations also focuses on educational aspects through direct communication with the community. This includes counseling in schools, religious lectures, and other community activities that serve to introduce the role and values of the police institution. Public education about the functions and duties of the police has been proven to increase public awareness of the law while minimizing misunderstandings (Martin, 2024). In these activities, public relations acts as a messenger of the institution's values of honesty, integrity, and public service. This is also part of the police's efforts to strengthen trust-building through a personal and empathetic approach. In addition, this approach allows the community to convey their aspirations directly to the police. This relationship is reciprocal and very important in creating a harmonious relationship between the police and the public. Therefore, the ability of public relations to communicate the role of the police in an easily understandable manner is crucial.

Public relations also has the responsibility to maintain the institution's narrative so that it remains in line with the values and vision of the police. In this context, every official statement to the public must go through a strategic consideration process, including adjustments to public perception. This is in line with the principles of strategic communication, which emphasize the importance of messages that are consistent and relevant to the social situation. In a qualitative approach, public relations acts as an interpreter that bridges the gap between institutional reality and social constructs (Lim, 2025). This means that public relations not only conveys information, but also manages how that information is interpreted by the public. At the South Tangerang Police Station, this is done through positive narratives displayed on social media and in mass media reports. Preventive measures such as this help prevent miscommunication or disinformation that can damage the institution's image. In addition, the presence of open and friendly public relations officers in every community activity also strengthens the image of a humanistic institution. This role positions public

relations officers not only as technical implementers but also as public opinion leaders.

The integration between public relations and public service functions has also been strengthened through communication innovations. One example is the use of police service information chatbots, live streaming of police activities, and interactive channels for public complaints. These innovations show that public relations is no longer passive, but actively seeks out the information needs of the public. These innovations show that public relations is no longer passive, but actively seeks out the information needs of the public. The use of information technology by the police has been proven to improve public perception of the transparency and professionalism of institutions (Przeszlowski & Guerette, 2025). Therefore, the South Tangerang Police Public Relations Department has made digitization part of its long-term strategy in building responsive and accountable communication. In addition to improving communication efficiency, this approach also provides a space for dialogue between institutions and the community. This two-way communication is crucial in shaping objective and participatory perceptions. By adopting a technological approach, the Public Relations Division is able to reach younger generations who are more critical of public institutions. This simultaneously creates an image of a modern, open, and adaptive police force.

However, in practice, public relations also faces various challenges, especially related to the trust deficit that still exists in some communities. Negative incidents involving members of the police force often become news stories that can damage the image of the institution. Therefore, public relations is required to respond quickly, appropriately, and strategically to negative issues that arise. The success of public relations in turning negative narratives into momentum for image improvement greatly depends on their ability to manage public perception (Rosmala et al., 2025).

The South Tangerang Police Department has adopted clarification and open communication as its main strategy in handling such issues. Clarification is not only provided in the form of official statements, but also through social media, direct interviews, and personal approaches to the affected parties. Public relations also actively monitors issues and public sentiment on social media in order to anticipate them early on. This is an important form of communication mitigation to maintain the stability of the institution's image.

Information Disclosure (Pers)

Public information disclosure is an important element in building trust between institutions and the community, including in the context of policing. The South Tangerang Police Public Relations Office realizes that accurate, timely, and publicly accessible information is key to strengthening the institution's image. In the digital age and era of information disclosure, the public has high expectations for transparency from public institutions, including the police. This is in line with Law No. 14 of 2008 on Public Information Disclosure. A qualitative approach to understanding institutional communication emphasizes the importance of social meaning formed through interaction, including through mass and digital media (Lim, 2025). In practice, the South Tangerang Police Public Relations Office utilizes various communication channels, ranging from press conferences to social media, to convey open information. This step has proven to increase public understanding of police policies and activities. This openness is also a form of public accountability that strengthens the legitimacy of the institution.

Police public relations officers must be able to convey information that is not only factual but also contextual so that the public can understand the background of policies or actions taken by the authorities. In this context, the media acts as an extension of public relations officers in conveying information to the public. Social media such as Instagram has proven to be effective as a means of conveying information while also building two-way interaction with the public (Fitrianiingsih & Kholik, 2021). The South Tangerang Police utilize this platform to inform the public about their activities, successful case disclosures, and security program socialization. The interaction that has been formed between the institution and citizens through social media shows that the police are now more open and adaptive. This openness also reduces the perception that the police are closed and exclusive. By presenting a

more human and communicative face of the police, public trust gradually increases. Therefore, information transparency is an important instrument in building a positive image of the police.

However, information disclosure does not come without challenges. One of the main challenges is managing sensitive or confidential information without compromising the public's right to information. This is where public relations plays an important role in sorting and compiling a wise and responsible public communication narrative. Collaboration between the security and health sectors has proven to be important in delivering timely crisis information without causing panic (Shepherd & A., 2017). In this case, the South Tangerang Police Public Relations Office works with mainstream media to ensure that all news reports remain within the bounds of ethics and truthfulness. Speed and accuracy of information are key values, but accuracy must not be neglected. The delivery of information must also avoid language that is biased or triggers negative public opinion towards the institution. Therefore, crisis communication skills are essential in ensuring that the information conveyed strengthens the image rather than damaging it.

Information disclosure also reflects the police's commitment to democratic values. When the public feels they have access to information, they tend to place greater trust in state institutions. Strategic partnerships between public institutions and the community require a transparent and accountable information base (Stenström, 2023). In this context, the information disclosure carried out by the South Tangerang Police Public Relations Office not only strengthens relations with the media but also creates a space for public dialogue. By making the media a partner, rather than just a channel for disseminating information, the relationship between the police and the community becomes more symmetrical. This process also reduces the potential for misinformation that often arises due to a lack of official information. Transparency becomes a moral force that can dampen criticism and strengthen the professional image of the institution. This proves that openness is not merely a legal obligation, but an effective communication strategy.

In addition to the mass media, information disclosure is also demonstrated through digital-based public information services provided by the Police. This service allows the public to independently access legal information, police services, and other public data. Innovations such as this reflect the digital transformation within the police force, where communication systems have become more open and efficient. Information disclosure facilitated by digital technology has been proven to accelerate institutional responses to demands for social justice (Lev-On, 2025). This is particularly relevant to the digitally literate and institution-critical urban community of South Tangerang. By providing open access to data and information, police institutions demonstrate that they are ready to be monitored by the public. This is an important foundation in encouraging active community participation in supporting police tasks. Public relations is at the forefront in ensuring that these information services run optimally and in accordance with public needs.

In addition, information disclosure is an important foundation in building persuasive communication that encourages changes in public behavior. For example, legal awareness campaigns, anti-drug programs, and traffic awareness programs can be more effective if they are supported by transparent and targeted information. Mutual understanding between the police and the community cannot be established without open and structured communication (Nurnisya et al., 2021). The South Tangerang Police Public Relations Office actively designs public communications that are not only informative but also persuasive and educational. The material is tailored to the socio-cultural characteristics of the community so that it is more easily accepted. This strategy also allows police messages to enter the domestic sphere of society, such as families and schools. Thus, information disclosure also functions as a medium for social education. Public relations not only convey data, but also values and norms that need to be upheld together.

The disclosure of information by the South Tangerang Police Public Relations Office reflects the institution's commitment to becoming more democratic, transparent, and actively involving the community. This step not only builds public trust but also strengthens the role of the community as a watchdog in the

democratic system. Open and easily accessible information also supports the work of the media in carrying out its journalistic functions objectively and impartially.

In this context, synergy between the police and the media is key to building a positive image of the institution in the eyes of the public. The South Tangerang Police have demonstrated progress through a proactive, transparent public communication system that utilizes digital technology. Although challenges remain, the professionalism and readiness of the Public Relations Department are key factors in facing and managing these obstacles.

Previous studies have shown that media relations play an important role in building a positive image of the police through strengthening relationships with the media and consistent public communication (Suherman et al., 2023). (Sari et al., 2024). This practice is also applied by the South Tangerang Police Public Relations Office, which has established partnerships with local and national media to ensure the credibility of information.

However, the image of the police is not without challenges such as abuse of authority, unprofessionalism, and the spread of disinformation on social media (Saverin et al., 2024). (Nurnisya et al., 2021). In the context of South Tangerang, the Police Public Relations responded with a digital-based information disclosure strategy to reduce the potential for narrative distortion.

In addition, the use of social media such as Instagram has proven to be effective as a means of two-way interaction with the community while strengthening the humanistic image of the police (Fitrianiingsih & Kholik, 2021). (Hikmah et al., 2023). This perspective is in line with the view (Stenström, 2023) that information disclosure is not merely a technical strategy, but part of the long-term legitimacy of the institution.

Overall, the success of building a positive image of the police is determined by a combination of media partnerships, information disclosure, utilization of digital media, and strategic management of negative issues. Therefore, the communication strategy of the South Tangerang Police Public Relations reflects and adapts the findings of previous research in the context of a critical and digital urban society.

Conclusions and Recommendations

This study shows that a positive image of the police is the result of a planned, collaborative, and transparent communication approach. The South Tangerang Police Public Relations Office plays an important role in developing relationships with the media, using social media as a means of two-way communication, and ensuring efficient public information disclosure. This approach has proven successful in increasing public trust and strengthening the institution's position in the public eye. However, a number of challenges, such as the prevalence of fake news, technological limitations, and negative issues related to the police, remain obstacles that need to be overcome. Therefore, increasing the capacity of public relations, strengthening digital literacy, and continuously reviewing communication strategies are very important. Ultimately, success in creating a positive image of the police depends on the institution's commitment to maintaining transparency, responsiveness, and closeness to the community.

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