

ABSTRAK

Tantri Safitri. NPM 24071122126. Implementasi Digital Public Relations Unit Lalu Lintas Polres Garut dalam Membangun Citra Polisi melalui Instagram.

Penelitian ini dilatarbelakangi oleh pentingnya media sosial bagi kepolisian untuk membangun citra humanis, yang dalam praktiknya masih menghadapi tantangan efektivitas interaksi siber. Penelitian ini bertujuan menganalisis implementasi *Digital Public Relations* (PR) Unit Satlantas Polres Garut dalam membangun citra melalui akun Instagram @satlantaspolresgarut dilihat dari aspek *managerial role*, *two-way symmetrical communication*, *ethical PR*, serta *involvement & empowerment*.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivisme. Pengumpulan data dilakukan melalui observasi siber, wawancara mendalam, dan dokumentasi. Informan dipilih menggunakan teknik *purposive sampling*, meliputi pihak internal Satlantas dan Humas Polres Garut, serta pihak eksternal (pengikut Instagram). Analisis data dilakukan secara kualitatif untuk membedah data lapangan.

Hasil penelitian menunjukkan empat dimensi implementasi *Digital PR* belum optimal memenuhi kriteria organisasi unggul. Dimensi *managerial role* memperlihatkan fungsi humas masih dominan bertindak sebagai teknisi komunikasi daripada manajer strategis. Dimensi *two-way symmetrical communication* menjadi hambatan utama, di mana interaksi digital terkait aduan publik (kemacetan, parkir liar, knalpot bising) minim respons dan cenderung searah. Dimensi *ethical PR* dinilai baik melalui akurasi serta kejujuran aspek visual yang disajikan. Dimensi *involvement & empowerment* memperlihatkan tingginya partisipasi publik digital yang belum diimbangi manajemen hubungan siber yang solutif guna membentuk citra polisi yang humanis.

Kata Kunci: *Digital Public Relations*, Excellence Theory, Citra Kepolisian, Instagram, Satlantas Polres Garut

ABSTRACT

Tantri Safitri. NPM 24071122126. *Digital Public Relations Implementation of the Garut Regional Police Traffic Unit in Building Police Image through Instagram.*

This research is motivated by the importance of social media for the police force to build a humanistic image, which in practice still faces challenges regarding the effectiveness of cyber interactions. This study aims to analyze the implementation of Digital Public Relations (PR) of the Garut Regional Police Traffic Unit in building its image through the @satlantaspolresgarut Instagram account, viewed from the aspects of managerial role, two-way symmetrical communication, ethical PR, and involvement & empowerment.

This study employed a descriptive qualitative approach with a constructivism paradigm. Data collection was conducted through cyber observation, in-depth interviews, and documentation. Informants were selected using a purposive sampling technique, comprising internal parties from the Traffic Unit and Public Relations of the Garut Regional Police, as well as external parties (Instagram followers). Data analysis was performed qualitatively to dissect the field data.

The research results indicate that the four dimensions of Digital PR implementation have not optimally met the criteria of an excellent organization. The managerial role dimension reveals that the PR function is still dominantly acting as communication technicians rather than strategic managers. The two-way symmetrical communication dimension is the primary obstacle, where digital interactions concerning public complaints (traffic congestion, illegal parking, noisy exhausts) receive minimal response and tend to be one-way. The ethical PR dimension is considered good through the accuracy and honesty of the visual content presented. The involvement & empowerment dimension shows high digital public participation that has not been balanced by a solution-oriented cyber relationship management to shape a fully humanistic police image.

Keywords: *Digital Public Relations, Excellence Theory, Police Image, Instagram, Garut Regional Police Traffic Unit*