Communicating Secure Based Feeling: Content Analysis on Indonesian Police Official Account

Daniel Susilo, Tyan Ludiana Prabowo, Teguh Dwi Putranto

Abstract: The development of social media in Indonesia, especially instagram has changed the paradigm of public relations in Indonesia. In the past five years, data from several studies have shown a change in the use of conventional public relations media towards the use of information-based technology and big data. This article will describe descriptively how security is built by Indonesian police social media. This article uses Krippendorf content analysis in collecting data and analyzing data. The results of the study showed that the security was successfully built by the Indonesian police through engagement on Instagram.

Index Terms: content analysis; instagram; secure based; social networking

I. INTRODUCTION

According to Carr and Hayes, social media has become an integral part of modern communication[1]. Plenty individuals, groups, organizations, entrepreneurs, conventional media, private institutions and the government have adopted social media to gather, disseminate and share information with their audiences[2], [3]. Internet users become providers and consumers of information (prosumers)[4], [5]. Social media (eg, Twitter, Facebook, YouTube, etc.) are examples of platforms developed in this period. Around 2008, began to appear the emergence of semantic web (Web 3.0), or Web of Context. It has now entered the mobile web era (2012-2019), Web of Things (Web 4.0) or the Internet of Things (IoT)[6], [7].

On all lines of government, both legislative, executive and judicial branches are now required to have digital media literacy and adopt social media for accountability based on people's budget[8]. No exception to the Indonesian Police as a judicial institution authorized to prosecute violators of policies made to use social media as a public relations tool (PR) [9], [10]. One of them is to provide accurate information to citizens so that there appears to be public participation in policy formulation and improve internal communication[9]. PR does not only carry out the functions of producers / information distributors but creating secure based feeling to audience.

Practitioners and academics add that social media is a potential tool for maintaining the reputation of an organization, as well as how secure based feeling on the audience[11], [12]. In terms of maintaining good relations, the police can engage relations and gain the trust to the institution. This capability is built primarily in the provision of message content that displays effectiveness, transparency and the ability and desire to engage in "modern behavior", engage in popular culture and use the latest technology[12].

II. THEORETICAL REVIEW

A. Contemporary idea on Public Relations

Today's Public Relations are more concerned with two-way communication [13]. In contrast to public relations in the past who communicate one-way, now a public relations officer also opens himself to receive input and suggestions, discuss to achieve optimal understanding of a problem [14]. So that Public Relations is now no longer a "mouthpiece" but rather a "liaison of ideas, policies" so that the existence of public relations is able to bring changes to the organization or institution it represents towards improvement through counseling delivered by public relations itself. In context on intersecting with social networking, PR needs to adapt the technology and facing how public really concern with information on social media[15][16]. People are easily access information and got engaged driven by social media [5], [17].

B. Mediated Communication on daily life

In a recent study, the Pew Research Center found that 91% of smart phone users aged 18-29 used social networking on their cellphones at least once during the study period, compared to 55% of those aged 50 years and above [18]. Idea on merge mediated communication with digital PR can be trace on research who stated people are depending smartphone on daily life [19], [20].

PR practitioner can used mediated communication, especially social media to engage trust and intention with public[21], [22].

III. METHOD

This research method used in this study is content analysis, which aims to describe the aspects and characteristics of a message [23], [24]. Whereas According to Budd content analysis is a systematic technique for analyzing message content and processing messages or a tool for analyzing observing and analyzing the contents of open communication behaviors from selected communicators[25]. Researcher using two coders to guarantee objectivity on coding and data gathering.

Researcher use Krippendorf Content Analysis Model to analyses Instagram posting on Indonesian Police Instagram Official account. Reliability test is used to test the truth of data obtained, as well as to determine the level of consistency of data measurement. Reliability test performed by two coders among others: This research uses Holsti formula to calculate data obtained from both coder.

$$PAo = 2A/ (N1+N2)$$

where PAo represents a percentage of agreement between two coders, A is the number of two
coders' consensus decisions, and N1 and N2 are numbers of decisions coders have made respectively.

IV. RESULTS AND DISCUSSION

A. Reliability Test

Researcher gather 1394 posting on Indonesian police official Instagram account during 1 January – 30 June 2018. Before doing analysis with data, researcher uses Holsti formula for reliability testing.

Table 1. Coding Output

Variable	Coding Output		
	Coder A	Coder B	Agreement between two coder
Integrity	29	30	29
Norms	454	451	451
Secure based	857	859	857
TOTAL	1340	1340	1337

$$PAo = 2A/ (N1+N2)$$

$$= \frac{2\ (1337)}{1340+1340}$$

$$= \frac{2674}{2680}$$

$$= 0.99\ (99\%)$$

From the calculation results using the Coder formula Holsti reliability formula shows that the reliability coefficient is 0.99 or 99%, so it has sufficient correlation and can be accepted because the reliability number exceeds the minimum tolerable is 70% or with the calculation above 0.7 [26].

B. Public Interest on feeling secure

On Indonesian Police official account Instagram, researchers found several findings that had a significant number of likes. The Instagram likes feature is a feature that shows measurable public attention. The community's attention is an indicator of the success of the public relations process, which confirms the PR activity doing well [27], [28].

In the upload on April 29, 2018 (Figure 1), it received a huge likes on 1,247,453 likes. The upload shows the humanist side of the National Police personnel so that it attracts public attention that is quantitatively extraordinary. At the same time this upload actually strengthened the legitimacy of the National Police as apparatus and protectors of the community. Where the police prioritize community interests rather than private matters. Marriage which is considered as a personal

interest is ruled out by the police for the benefit of the nation and state and society.

Figure 1. Instagram Post from Indonesian Police Official Account Instagram on April 29, 2018

Public expressing their secure based feeling because Indonesian Police put professionalism to take care and protect the community rather than their personal issues. This issue can be impressing people and increasing trustworthiness on police role in the society.

Figure 2. Instagram Post from Indonesian Police Official Account Instagram on February 12, 2018

Uploads on February 12, 2018 (Figure 2) also received good public attention, amounting to 111,526 likes. The upload contained a video showing members of the National Police able to rescue pregnant women who had fallen into the river. This upload increases the legitimacy of the Indonesian National Police as protectors and protectors of the community who are ready to protect the community. In legitimacy theory according to Suchman that the existence of legitimacy is determined by how public relations actions are responded well by the public [29]. With a number of likes that are quite striking, it shows that the community accepts the legitimacy of the National Police as a protector and protector of the community.

Figure 3. Instagram Post from Indonesian Police Official Account Instagram on June 16, 2018

Uploads on June 16, 2018 (Figure 3) also received significant attention from the public. The upload was published 2 days after Eid Al-Fitr 2018, while educating the public much about the pattern of performance of police personnel. With a caption that shows that the new National Police members get a holiday after Eid. In line with the statements of Digan,

Robin and Tobin legitimacy and trust can be obtained when there is a match between the existence of the organization not to interfere with or in accordance with the existence of values in society and the environment. The community still needs a sense of security during the Eid-ul-Fitr celebration, so that the uploads show that the National Police personnel have only been given leave of absence after the Eid-ul-Fitr celebration. This legitimacy was obtained with the success of the National Police Public Relations Division convincing the public that security during the Eid celebration could be achieved. In line with Dowling and Preffer's statement in that organizations will get legitimate support when reporting on organizational activities reflects social values[30], in this case is a guarantee of security during the Eid al-Fitr celebration.

C. Positive Comment on instagram posting: evidence on secure feeling from public

Researcher found 39607 positive comments from 857 photo posting on categorized Secure Base variable in Indonesian Police official instagram account. Negative comment from 857 posting, only takes 652 comments. Almost 100% response from public (99.98%) can be categorized as positive comments. This number are truly evidence for public response feeling secure and agree with action from Indonesian police official instagram account. Curtis, et all stated for non-profit organization public relations activity like Government Public relations, good response and positive vibrant on Public Relations activity are evidence and good example for successful public relations activity [31].

V. CONCLUSION

Based on several finding and discussion, public feeling security and secure based system can improve by social media networking with a brief and excellent Public relations planning. As non-profit organization, Indonesian Police successful got engagement from their public through right choice on decision of public relations channel and social media.

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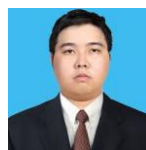
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