Research Article

THE IMAGE BUILDING OF THE INDONESIAN POLICE ON TWITTER @TMCPOLDAMETRO IN IMPROVING THE PERFORMANCE AND QUALITY OF PUBLIC COMMUNICATION

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ARTICLE INFO	ABSTRACT
	One of the characters in new media environment is a shift from collective audience mass satisfaction to group or individual satisfaction. The delivery of messages through the media also significantly changes. Media that previously serves as the information center and the information is given and publicized in one-way manner, is now more interactive. Audiences are involved and asked to be more active since technology can make interactions in the media happen. Social media changes the way of the public communicates, interacts, and collaborates at the local, national as well as international levels. Social media offers a faster and more appropriate way to participate in the exchange of public information online. Twitter @TMCPoldaMetro has been verified and obtained the blue thick, which means that it is the official account of Ditlantas (Directorate of Traffic) Polda Metro Jaya (Metro Jaya Regional Police). An account, which is simple, with unlimited number of Follower, with unlimited number of status updates (tweets), and has 7.84 million Followers. It indicates that people need to know the current condition of traffic, that the community recognizes the existing functions of the Polri (Indonesian National Police) and they accept the benefits, that TMC Polda Metro has become part of people's lives. The Twitter @TMCPoldaMetro, during Period 1 May 2018 uses hashtag #MayDayIsAFunDay, the theme promoted by the Ministry of Manpower Affairs of the Republic of Indonesia in 2018 because the struggle of the workers is a long-term struggle and requires stamina so that it requires strong endurance and intends to invite all employment stakeholders to celebrate the International Labor Day with various, positive and cheerful activities. Public communication is aimed at giving information to a large number of people about the organization, the organization's activities and products. It is also aimed at establishing relationship between the organization and communities outside the organization.

INTRODUCTION

Technology basically has a contribution in creating media diversity. This is one of the characteristics in new media environment and the shift from the availability of media that is once scarce with limited access to the abundance of media (McNamus, see Saverin and Tankard, 2005, p. 4). The process of delivering messages through the media also changes significantly. If the media, so far, is the center of information and the information is conveyed or publicized using one-direction method, it is now more interactive.[1] No longer merely as the object receiving the information, the audiences have been involved more actively since technology has brought interactions in the media into reality. Indeed, this fact brings

changes to audiences, especially in terms of satisfaction with the information obtained. One of the characters in new media environment is the reality that we are currently moving to the collective audience mass satisfaction to group or individual satisfaction (Nasrullah: *Perkembangan Media Komunikasi*, p. 1-2).

Social media, which is currently accessed and used by the public, influences the interactions between the community and lawmakers. Social media is a practical and fast technology easily used by anyone. Due to the practicality, social media is an option for political, institutional and government figures to distribute information. *Twitter* is one of the social media currently used by the community to communicate, to promote government policies or institutions and to be used by Polri/Polantas (traffic police) to listen to the aspirations from the community.

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The author would like to analyze the communication patterns on Twitter @TMCPoldaMetro having 7.84 million followers until 10 May 2018. The author analyzes the interactions between Polri/Polantas and the public in the programs or ideas and information made by the Polri/Polantas. The contents of *twitter* @TMCPoldaMetro analyzed by the Author are only those posted on 1 May 2018 with *hashtagh* #MayDayIsAFunDay that at the same time, is International Labor Day (Survey Results of *Twitter* @TMCPoldaMetro Period 1 May 2018).

Bibliography

Image-Building

Image-building can be carried out by developing an image building strategy using the principles of effective and efficient communication or marketing principles. The image-building strategy includes audience's understanding, message composing, media selection, method usage and credibility building of both individual and institutional communicators. It relates to the situation and condition objectively used to achieve the future goals, namely by creating a positive image and public opinion (Arifin, *Politik Pencitraan Pencitraan Politik*, 2014. Yogyakarta, Graha Ilmu. p. 21). The pros and cons of image-building carried out by a person or institution always tries to form a picture in the public's mind "as beautiful as the original color" and even if it could be "more beautiful than the original color" about someone or an institution and organization. With respect to image-building, there are always lies or manipulation of information to the public because the public is only given information about the positive side beneficial to the figure, organization candidate, political party, government agency, or company.

The public could be the victim of lies or manipulation of information that is packaged in an image-building as the consequence of instant mentality and market orientation development in many aspects of life. In addition to individuals, families and social, economic, religious and political institutions are also very interested in obtaining a positive image from the community or the public by striving to build an image (the process of building an image). Among all organizations, the ones having most interest in obtaining a positive image from the public are business organizations and political institutions since there is competition between one institution and another. Every institution tries to win the competition that takes place in a democratic country. Essentially, an image can be created, built, developed and strengthened using intensive communication. Images can be in the form of self-image, political image, business image, religious image, academic image and so on. The image is subsequently expressed in the form of opinions, behaviors and actions able to be observed and studied scientifically (Arifin, Politik Pencitraan Pencitraan Politik, 2014. Yogyakarta, Graha Ilmu. p. 22-23). [2]

New Media
New media is understood as the emergence of information and

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communication technology undergoing a historical process from contestation, negotiation and institutionalization. The definition of New Media is the media present as a tool delivering messages to humans living in a community. It has the principles of to deliver the ideas, humans' contents of the soul or awareness expressed. There are three forms of Media among others, the delivery of speech/statements, delivery of writings and delivery of live images. The technology development gives birth to a new media known as interactive media using computers/internet. The advancement of communication technology can take place from time to time and has been influencing human's communication method (Definition of New Media according to Cangara, 2009: 7). The new media, as communication technology device, has various characteristics in common, namely the digitalization and extensive availability for personal use as communication devices and can be symbolized by the internet. With respect to the main characteristic of internet media institution is that the internet does not only relate to the production and distribution processes of messages but is also synchronized with the processing, exchange and storage. Secondly, new media includes the private public communication institutions and is regulated or not regulated properly. Thirdly is their performance unregulated as mass media (Definition of New Media according to Mc Quail, 2011, p. 149-150). The role of the new media in the subversive service of free expression is under the requirements of authoritarian control of communication devices that is no less important. To control the access to the internet usage by citizens who have different opinions is also possible. The public domain as the open arena for public conversations, debates and exchange of ideas will be seen and can be fulfilled by the existence of communications, especially the internet that enable citizens to express their opinions and establish communications with their leaders, institutions or governments without leaving their homes (The Role of New Media according to Coleman, 1999).

Cybermedia Theory

Internet-based cybermedia (World Wide Web) is very different from mass media. Cybermedia is interactive or a two-way communication and operates in cyberspace (online), while mass media is a one-way communication and operates in the real world (offline). In addition, cybermedia does not face geographical obstacles as undergone by newspapers and films. Cybermedia often also referred to as digital media or online media (online) is a device for distributing messages interactively in cyberspace through interconnected computer networks around the world. The definition from the perspective of communication science illustrates that cybermedia or digital media are two-way (interactive) media taking place in cyberspace and producing cyber communities consisting of individuals, so there is demassification. The nature of cyber media differentiates the characters of mass media, which is a one-way communication method and causes massification (Arifin. *Media dan Demokrasi Indonesia*. Page 60). Cyber media or digital media includes among others, websites, E-Mail, Blog, Wiki, Social Media and cyber journalism. The use of cyber media in the life of democracy generates three approaches- Dystopian, Neo-futurist, and Technorealist approaches (Wilhelm, 2013). The Dystopian is very careful and critical of the application of cybermedia as a form of

communication technology since it can disrupt social and political lives. Political communication in the cyberspace, according to Benjamin Barber, is something abstract, anonymous, and easily deviated. Even Hannah Arendt regretted the loss of human relations in political communication with cybermedia leading to totalitarianism (ibid). On the contrary, Neo-futurists like John Naisbitt (1982), Alvin Toffler (1970), and Richard Groper (1996) consider that the development of communication technology has a positive effect on the political process. In fact, the use of cybermedia will make the political life healthy and provide new enthusiasm for the democracy to put the anticipatory democracy into reality (Nugroho, 2013). Furthermore, the Technorealist appears to be the "peacemakers" between the views of the Dystopian and Neo-futurists in the context of the technology application. The Technorealists representing the professionals, journalists, and academicians consider that *technology is not neutral and cybermedia is revolutionary, but not utopia.*

They recognize that cybermedia has practical benefits for democracy and is not against human values (Arifin. *Media dan Demokrasi Indonesia*. Page 61). The history records that the forerunner of the birth of cybermedia operating on the cyberspace is Compu Serve in 1969 as the first commercial internet provider in the United States, using dial-up technology that gives the users broad access. Two years later e-mail was first launched in 1972, as a success of Ray Tamlinson sending text from a computer machine in the United States Department of Defense. The findings were then followed by the findings of *Bulletin Board System* (BBS) in 1980 to facilitate the dissemination of information, invitations, and results of meetings, as well as various announcements and other information.[3]

The findings were followed by the appearance of the World Wide Web (WWW) on August 6, 1991 created by the Barners-Lee team, the head of particle and nuclear laboratory researchers of CERN European originally intended for accessing the experimental results from a number of countries in real time. *(Arifin. Media dan Demokrasi Indonesia. page 62-63).* These activities and findings further made people able to explore cyberspace in various forms of social media such as e-mail (electronic mail), short messages by cellphone (SMS), Twitter, Facebook, Youtube, Whatsapp, BBM, and Instagram. The effectiveness of all types of social media is indeed extraordinary, as a hallmark of 21st century culture and civilization. Their presence opens one's personal space and brings it to the public domain and keeps the community in a new order without much preparation. Consequently, there are, for example, complicated legal problems, such as people "cursing" on their personal accounts, which are read by the public, and personal photos uploaded without the owner's permission (Arifin. *Media dan Demokras Indonesia*. page 62). Cyber media, which is interactive, generates social media enriching the communication in the information society. Social media has also been widely used for various social and state activities, especially in democratic countries such as Indonesia. Facebook and Twitter for example have been widely used in

various social, economic and political activities. Social media is easy to use since it is not institutionalized like mass media, so it does not have many "gate guards".[4] Every individual has the freedom to sort and choose the configuration of messages (information) in accordance with their wishes, needs, and preferences to be conveyed to the recipients. The users (communication participants) are free to control social media with all of the positive and negative impacts. Every individual can use social media in various forms of messages, without obstacles, without knowing the borders of countries, and without being easily controlled by the government (Ibid. page 62) Based on the characteristics, social media is not included in press terms that should be institutionalized and it is a mass communication media for journalistic activities. Nevertheless, journalistic activities can also be carried out through cyber media known as cyber journalism or internet journalism. The characteristics of social media as written by Nasrullah (2015), namely:

1. Network
2. Information
3. Archive
4. Interactivity
5. Simulation of Society
6. User-generated content.

The presence of cybermedia as a networked social interaction media, serving as the reflection of cyberspace (internet), makes cyberspace (internet) may not be considered as a mere technological concept, but it should also be understood in various concepts and perspectives, especially the concepts and perspectives of communication, social and culture. Daniel Bell (2001) mentioned three key words in seeing the cyberspace, they are: material, symbolic, and experience. Material stories consider internet as a technological device concept. The symbolic side (symbolic Stories) considers the internet as a concept unable to be approached virtually and as something that is abstract hallucination and not real. While in terms of experience (experiential stories), cyberspace gives direction or pattern of how the interactions between individuals with technological devices and how the interactions between individuals through devices (such as simulations in aircraft cabin) are (Arifin.*Media dan Demokrasi*. Page 66).[5]

The importance of Public Communication

Public Communication is the exchange of messages within a number of people who are in an organization or outside the organization, face-to-face or through a media. Brooks described this type of public communication as monological since there was only one person usually involved in sending messages to the public. The quality distinguishing this public organization communication from interpersonal communication in small group communication is: Public Communication is oriented to the speaker or source. Whereas with respect to Interpersonal Communication and small groups,

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there is a reciprocal relationship between the speaker/source and the recipient involved. In Public Organization Communication the speaker/source dominates the relationship. Public communication involves a large number of recipients but in interpersonal communication usually involving only 2 people and small group communication, not more than 5-7 recipients. In public communication there is less interaction between the speaker/source and listeners. It results in lack of direct interaction between the speaker/source and the listener, moreover, if the number of listener is higher. The language used in public communication is more general so that the listeners are able understand it. The main purpose of public communication is to give information to a large number of people about the organization, such as the organization's activities and the products. In addition, public communication is also aimed at establishing relationship between the organization and communities outside the organization. These goals relate to each other and are difficult to separate.

According to Dwijowijoto (2004) communication is important for government organizations since they are the "forcing" authorities to the community in creating a fair and humane life. However, the tradition of a democratic system mandates a balancing function through the provision of an open public communication system. A system that allows the exchange of public information, that therefore, dialectics can take place in finding common visions and interests (Perini, 2006).

Research Approach and Method

The research method used in this analysis was a qualitative method referring to data collection techniques that can be carried out by conducting interviews and in-depth observations. The analysis method used case studies to get a comprehensive description and explanation on the various aspects of an individual, group, community, or social situation. According to Arifin (1994) the nature of the case-oriented method was holistic. This method considered the case as a whole entity and not as a collection of parts. So the correlation between the parts in the whole is understood in the overall context and the second is also understood as an estimation. The case study used was a particularistic case study, meaning that the case studies conducted focused on the situations, events, programs or phenomena.

This analysis approach used case studies, namely empirical inquiry using multisource evidences. From the beginning of a very broad observation, the researchers more preferring data collection and analysis of several things that need to be considered, according to Bogdan and Biklen (1990: 78-80), are important informants, namely people who have an in-depth understanding on what was happening, sampling time that is closely related to the availability of documents and other supporting data. The subject of Research was carried out on Wednesday, April 11, 2018 at 10:00 – 12:00 WIB and Saturday, April 14, 2018, at 12:29 – 16:00 WIB. It was carried out in the Traffic Management Center of the Social Media Room of Ditlantas Polda Metro Jaya, South Jakarta.

Data Collecting Technique

The data collecting technique of this research was the documentation and interview. Various types and sources of data collected to answer the problems of this research can be classified into four categories including: Security, Religion, Information about Traffic Diverting, and Appreciation (Yin, 1993).

Documents Collected are

- Composition Bench Mark and Infographics of the social media @TMCPoldaMetro
- Transcript of *tweets* of @TMCPoldaMetro on May 1, 2018, #MayDayIsAFunDay
- Internal documents of @TMCPoldaMetro in the analysis location
- This is carried out in accordance with the guidelines provided by Moleong (1994) or Yin (1993). File Records (Yin, 1993) are in the form of:
- Data on the people accessing or users of the provisions on information provider such as *Followers* of *twitter* @TMCPoldaMetroJaya reaching 7.84 million during the analysis obtained by the author from the informants.
- Social Media Strategy Frame Work chart and Communication System of TMC Ditlantas Polda Metro Jaya
- Social Media Ethics Data from the Ditlantas Polda Metro Jaya (TMC Public Relations Practitioners of Ditlantas Polda Metro Jaya Should Enforce Social Media Ethics)
- Daily Notes, personal contact list of information provision policies is obtained when browsing existing data through interviews.

Interviews were carried out to uncover and find out about the coordination pattern of cooperation from @TMCPoldaMetro with public institutions and to observe the service procedures. The data collected and recorded are service behaviors, road conditions, facilities and infrastructure supports and infrastructure used in serving the public, and documentation pictures of public service activities. [6]

Data Analysis Technique

The data analysis technique used in this analysis was the interactive model analysis developed by Miles da Huberman (1992) consisting of three components of analysis, namely: Data Reduction, Data Presentation, and Concluding. Rough data reduction was carried out continuously during the analysis process. The next step was to make a summary of the data and coding based on important themes or patterns found as case data reconstruction materials (Moleong, 1994). After the data was obtained, the researcher sorted the data by reducing the parts that correspond to the research questions and the researcher would analyze the data and draw conclusions by linking the theories or concepts already available. Data presentation was carried out by organizing and documenting the data collected (Yin, 1993). The data composed was subsequently observed to see the overall picture or parts, which were the general trends. Furthermore, the information found is managed, classified and combined that consequently, it was solid and systemic in the form of narrative exposure, tables and images. The narrative data presentation used direct or indirect

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quotations. Direct quotes that need to be clarified were explained in accordance with the context.[7]

RESULTS AND DISCUSSION

Twitter is used optimally to deliver messages that therefore, it becomes a means to campaign every things that have not become public concern. Although limited to message delivery, it is periodically effective when used consistently. The @TMCPoldaMetro account was created in September 2009. It has 7.84 million Followers, and has already received verification of a blue checkmark stating that this account is officially owned by the Metro Jaya Police Directorate. The reason for choosing Twitter is because it is simple, the number followers is not limited, the number of status updates (tweets) is not limited like Facebook. The packaging of messages and information limited to 140 characters can train the users in processing the information and messages delivered through @TMCPoldaMetro to the public. This fact indicates that people needs information such as current traffic condition, Driving License & vehicle registration information, educative program information and public information program (Call for safety, sharing about data presentation in accordance with facts in the field, ensuring the creation of security and smoothness while watching a program together or music concerts with Photos, Confirmation regarding Hoax information), Important numbers that can be contacted when earthquake, fire, flood, and natural disaster occur, missing person info, et cetera. Using formal language, in accordance with formal language of Brand in daily life. In addition to updates on news about traffic jam and the arrangements made by Polri/Polantas in that location, the public can receive the service of conveying complaints with respect to any personnel of Polri/Polantas carrying out illegal levies or other negative behaviors, which complaints can be directly confirmed via twitter @TMCPoldaMetro by providing relevant evidence and seeking the truth of the information, to be subsequently submitted to the PROPAM for further action in accordance with the prescribed procedure. The community recognizes the functions of Polri/Polantas and they accept the benefits, that TMC Polda Metro has become part of people's lives.

The benefits of Social Media for Ditlantas Polda Metro Jaya

There are many benefits of Social Media for Ditlantas Polda Metro Jaya, but the main ones are

- Helping the Polri/Polantas to communicate with the public,
- To consult and connect
- To be more transparent and accountable
- Media sosial is built by Ditlantas Polda Metro Jaya to meet the needs of public relations synergy acceleration by Polri/ Polantas in disseminating information about its public policy to the community.

The three main components are

1. Delivery: various information of public policy to the public,

2. Absorption: Community's aspirations with respect to various issues related to public policy, especially in traffic area
3. To Maintain the legitimacy of polantas in managing public policy.

The Communication System of TMC Ditlantas Polda Metro Jaya: Output of information conveyed/delivered by using the social media of TMC Polda Metro.

The principles of Ditlantas Polda Metro Jaya's social media

- Credible: the information submitted must be accurate, balanced and representative
- Integrity: showing honest behaviors and maintaining ethics
- Professionalism: educated, expert and skilled in their areas
- Responsive: responding the input fast and properly
- Integrated: aligned with other communication media both online and offline.
- Representative: the messages conveyed represent the interests of government agencies, not personal interests.

The ethics of Ditlantas Polda Metro Jaya's social media

The public relation practitioners of TMC Polda Metro Jaya should apply the following social media ethics

- Upholding the honor of Polri
- Having expertise, competence, objectivity, honesty and integrity
- Keeping the state's secrets and carrying out oaths of office
- Enforcing the applicable ethics in the course of building the image and reputation of Polri/Polantas
- Respecting the ethical codes of Polri/Polantas
- Delivering and receiving correct, accurate and true public information.
- Respecting, honoring and guiding the solidarity and good reputation of the institution and individuals
- Implementing public information transparency in accordance with the provisions of laws and regulation.

The sample of Ditlantas Polda Metro Jaya's social media contents: Actual, Up-to-date, Informative, Trustable and finally becoming Top News. One of the samples of interaction results built well between TMC Polda Metro jaya and the public.[8]

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NO	TWEET of @TMCPoldaMetro	TYPE	EXPLANATION
1	The activity of delivering opinions at Taman Pandang Monas (National Monument Park View) of Central Jakarta in the course of Polri' Safeguarding	Safeguarding	Polri/Polantas secured the mass of labors who expressed their opinions in Taman Pandang Monas Jakpus (National Monument Park View) of Central Jakarta so that it was carried out safely, orderly and in conducive manner. Polri/Polantas carries out public relation synergies and carry out the key components such as the legitimacy in managing and disseminating public policies to the community.
2	The togetherness between Polri the Labors in performing Dzuhur prayer in Monas in the course of commemorating the Labor Day	Religion	TMC PR practitioner and Polri/Polantas enforced the social media ethics such as respecting, honoring, and guiding the solidarity and reputation of the institution and individuals. Carrying out the obligation mandated in the 1st point of Pancasila namey, obedient to God Almighty.
3	The activity of delivering opinions in front of the Parliament's building at Gatot Subroto and still in the course of Polri' Safeguarding	Safeguarding	Polri/Polantas secured the mass of labors expressing their opinions in the area of Parliament's building so that it was carried out safely, orderly and in conducive manner. Polri/Polantas carried out public relation synergies and carried out the key components such as the legitimacy in managing and disseminating public policies to the community.
4	The activity of delivering opinions in front of the Parliament's building at Gatot Subroto and at the same time, the Senayan freeway exit is diverted to Slipi Freeway Exit	Information about Traffic diverting	Polri/Polantas carried out security and opened public information in accordance with the provisions of the laws and regulation and diverted the traffic to the alternative routes accessible by the public.
5	There is activity of delivering opinions, the traffic in Bundarah HI is temporarily diverted to Harmoni	Information about Traffic diverting	Polri/Polantas carried out security and opened public information in accordance with the provisions of the laws and regulation and diverted the traffic to the alternative routes accessible by the public.
6	The Dirlantas of Polda Metro Jaya is monitoring and safeguarding the activity of delivering opinions in front of Gambir Station, Central Jakarta	Safeguarding	Polri/Polantas secured the mass of labors so that the activity was carried out safely, orderly and in conducive manner. Polri/Polantas carried out public relation synergies and the legitimacy of Polri/Polantas in managing and disseminating public policies to the community.
7	The activity of delivering opinions in front of Toyota Jalan at Yos Sudarso, North Jakarta and still in the course of Polri' Safeguarding	Safeguarding	Polri/Polantas guaranteed the security to the mass of Labors who deliver their opinions in front of Toyota at Jalan Yos Sudarso. Polri/Polantas was responsive in responding the input fast and properly.
8	The Polri is anticipating the safeguarding in KM 20 of Cikampek Freeway, the traffic is monitored smooth	Safeguarding	Polri/Polantas was professional (educated, competent and skilled in its area) in preventing traffic jam and creating a conducive atmosphere when the mass of labors expressing their opinions in a designated place. Representative Principle of Ditlantas PMJ's sosial media: the messages conveyed represented the interests of government agencies, not personal interests.
9	Polri safeguards the convoy of participants of the International Labor Day celebration in KBN Cakung area	Safeguarding	Polri/Polantas participated in securing the convoy of labor mass and safeguarding the opinion expression in KBN Cakung.
10	The activity of Labor day celebration in East Jakarta Mayor's office at Jalan Doctor Sumarno, Pulo Gebang and is safeguarded by TNI-Polri and Pol PP	Safeguarding	There was synergy among TNI-Polri and Pol PP in securing the mass of labors for the sake of creating representation: the messages conveyed represented the interests of government agencies, not personal interests.
11	The afternoon rally of regional traffic unit management and staffs of East Jakarta before carrying out the tasks at night	Safeguarding	In carrying out the duties, Polri/Polantas took office oath, respected and guided the solidarity and reputation of the institution and individuals.
12	The afternoon rally of regional traffic unit management and staffs of East Jakarta before carrying out the tasks at night	Safeguarding	In carrying out the duties, Polri/Polantas took office oath, respected and guided the solidarity and reputation of the institution and individuals.
13	The activity of delivering opinions in front of the Parliament's building at Jalan Gatot Subroto, temporarily, there is only one traffic lane to pass and still under the safeguarding of Polri	Information about Traffic diverting	Polri/Polantas absorbed the community's aspirations with respect to various issues related to public policy, especially in traffic area. Finding alternative traffic lane to be used by the public as well as the condition where the messages delivered by the mass of workers before the Parliament's (MPR/DPR) Building is completely received.
14	The afternoon rally of 3-unit sat gatur of ditlantas Polda Metro Jaya continued by praying together before carrying out the tasks at night	Religion	Polri/Polantas enforced the social media ethics such as respecting, honoring, and guiding the solidarity and reputation of the institution and individuals.Obey the rule of the first point of Pancasila (Praying to God)
15	The activity of delivering opinions in front of the Park View at Jalan Merdeka Utara, Central Jakarta and still under Polri' Safeguarding	Safeguarding	Polri/Polantas guaranteed the security of the mass of Labors expressing their opinions in di Taman Pandang (Park View) of Central Jakarta. Polri/Polantas was responsive in responding the input fast and properly.
16	Dirlantas Polda Metro Jaya would like to thank all members for their dedication in safeguarding the International Labor Day celebrations in the DKI Jakarta Region	Appreciation	Polri/Polantas enforces the applicable ethics in the course of building the image and reputation of Polri/Polantas
17	The joint safeguarding of TNI and Polri in the activity of opinion expression in National Monument Park View, Central Jakarta	Appreciation	The establishment of professional synergy between the TNI-Polri-Pol PP having expertise, competence, honesty and integrity in carrying out the tasks to provide security to the mass of labors expressing their opinions.

TOTAL   17
- Safeguarding 10
- Religion 2
- Calling for/Information about Traffic : 3
- Appreciation 2

CONCLUSION

Based on the results of research and discussion, it can be concluded that

1. The New Media shifts from collective audience mass satisfaction to group or individual satisfaction. Observing the changing number of followers, @TMCPoldaMetro account is influenced by management contents, including good and professional social media management that will improve the performance and quality of communication to the public that is measured through the quantity of engagement and the quality of the messages in it.
2. *Twitter @TMCPoldaMetro* is used optimally and effectively in conveying messages by publicizing the work programs of Polri's Public Relation in accordance with the procedures in utilizing social media to communicate with the public.
3. @TMCPoldaMetro becomes part of the community's life:the community has acknowledged that the existence of Polri/Polantas creating safe, conducive atmosphere has good/positive benefits.[9]

Suggestions

1. The use of social media, especially Twitter, becomes a logical option for the political elites, regional leaders, government policy and public relations of the Polri (National Police) aiming at disseminating all work programs. Although it is effective, the use of social media still needs to be analyzed in depth since the use of the internet has not yet become a necessity for the entire community, but the effective use of Twitter can be enjoyed by people who already have access to the internet to find out the program and work performance of the Public Relations of Polri.
2. The community/public can criticize the PR program of Polri that has not been people oriented yet. The use of twitter social media @TMCPoldaMetro has become a new trend to interact between the Public Relations of Polri and the public/community. Access to social media utilization as part of the transparence encouraging the PR of Polri to be democratic and accountable.
3. It is suggested that social media is maximally and appropriately used for the communication between the Public Relations of Polri and the public/community. The speed in conveying messages on twitter can be used by policy makers and decision makers to find out about the public's complaints with respect to public services for immediate repairs. In conveying the messages using the "familiar" language so that there is no barrier between the public/community and the Public Relations of Polri. The communication pattern using regional/local language or trending terms in the community will be more easily understood and able to attract the public.

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