

Polda Metro Jaya Public Relations Communication Strategy in the Implementation of the "Jaga Jakarta" Program through Internal and External Synergy

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Abstract

The development of public communication in the digital era encourages government institutions, including the National Police of the Republic of Indonesia, to implement adaptive, participatory, and collaborative communication strategies to build relationships with the community. One implementation is the "Jaga Jakarta" Program initiated by the Metro Jaya Police as a preventive effort to maintain public security and order through internal and external synergy. This study aims to analyze the communication strategy of the Public Relations of the Metro Jaya Police in implementing the program through internal and external synergy. The study employs a qualitative approach with a case study method and constructivist paradigm. Data were collected through in-depth interviews, observations, and documentation and analyzed using data reduction, data presentation, and conclusion drawing based on the Miles and Huberman model. Data validity was assessed through source and technique triangulation. The results show that Public Relations applies audience analysis, message preparation, method selection, and communication media selection, supported by internal coordination and stakeholder collaboration. This strategy strengthens public participation, cross-sector synergy, public trust, preventive approaches, and sustainable public order.

Keywords

Communication Strategy, Government Public Relations, Jakarta Guard Program, Stakeholder Synergy, Public Order



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INTRODUCTION

The increase in various disturbances in public security and order in urban areas, such as brawls between citizens, street crimes, the spread of hoax information, social conflicts, and low public awareness in protecting the environment, is a phenomenon that causes public unrest and requires serious attention from the government and law enforcement officials. The complexity of these problems is increasing along with the high mobility of the population, the heterogeneity of society, and the rapid development of information

technology that accelerates the spread of information and disinformation in the digital space. This condition shows that efforts to maintain public security and order can no longer rely on a repressive approach alone, but require a communication strategy that is able to build public awareness, participation, and collaboration as government partners in creating a safe and orderly environment (Pranata & Ayuh, 2025).

Empirical data shows that the disturbance of public security and order in Indonesia is still a problem that requires serious attention. Based on data from the Central Statistics Agency and the National Criminal Information Center, the number of criminal acts was recorded at 276,507 cases in 2021, increasing to 372,965 cases in 2022, then jumping to 584,991 cases in 2023, before decreasing to 561,993 cases in 2024. Entering 2025, the National Criminal Information Center of the National Criminal Investigation Branch of the National Police again recorded 325,345 crime cases reported throughout Indonesia until the end of December 2025, with the most dominant types of crimes including aggravated theft, narcotics crimes, and persecution (Central Statistics Agency, 2025; National Criminal Information Center, 2025). As an institution that has the jurisdiction with the highest population mobility, Polda Metro Jaya recorded 74,013 police reports throughout 2025, or around 16% of the total national police reports, while also reporting a trend of decreasing crime rates compared to the previous year (Polda Metro Jaya, 2025).

In response to the complexity of these problems, Polda Metro Jaya developed the "Jaga Jakarta" Program, a public communication innovation that prioritizes a preventive approach through community involvement in maintaining environmental security and order. This program carries four main pillars, namely Jaga Environment, Jaga Warga, Jaga Rules, and Jaga Amanah, as the basis for the formation of a culture of legal awareness and social concern. The program was then strengthened by the implementation of "Jaga Jakarta On The Spot" with Kodam Jaya/Jayakarta which prioritizes direct dialogue with the community to absorb aspirations, map potential security disturbances, and build collaboration between security forces, local governments, community leaders, and residents. The presence of this program shows a shift in the paradigm of police communication from a one-way pattern to participatory and collaborative communication as an instrument for preventing security and public order disturbances.

The successful implementation of the "Jaga Jakarta" Program cannot be separated from two complementary synergy dimensions. First, internal synergy is realized through cross-functional coordination within the Public Relations Division of the Metro Jaya Police with other work units in compiling communication messages, determining program targets, and designing implementation strategies in the field. Second, external synergy involving the Ojol Kamtibmas community, community organizations, non-governmental organizations, schools, Satpol PP, BPBD, Fire Department, TNI, local governments, and other elements of society. The combination of these two synergies shows that effective public communication requires consistency of messages within the organization as well as cross-sector support so that the reach and legitimacy of security messages are stronger (Purnomo & Sadono, 2022).

Previous research on police public relations communication strategies generally discussed the formation of institutional image and the use of social media in general. Purnomo and Sadono's research (2022) focused on the communication strategy of the Public Relations of the East Java Police in improving the image of the police institution, while the research of Pranata and Ayuh (2025) focused on the communication strategy of the Public Relations of the Bengkulu Police in building a humanist institutional image. Both studies make important contributions to the study of public communication and government public relations, but have not specifically examined the implementation of communication strategies in collaborative programs that integrate internal organizational communication with external communication across stakeholders simultaneously. This condition shows that there is a research gap regarding the police communication model based on multiple synergies—internal and external—in one framework for implementing a security program based on community participation.

Based on this description, this study aims to analyze the communication strategy of the Public Relations of the Metro Jaya Police in the implementation of the "Jaga Jakarta" Program through internal and external synergy as an effort to build public order. This research is specifically directed to answer three research questions, namely: (1) how the communication strategy of the Public Relations of the Metro Jaya Police in implementing the "Jaga Jakarta" Program through internal organizational synergy; (2) how the communication strategy of the Public Relations of the Metro Jaya Police in building external synergy with various stakeholders; and (3) how the implementation of communication strategies through internal and external synergies contributes to efforts to build public order. This study uses Anwar Arifin's Communication Strategy Theory as the main theory, with four components: knowing the audience, compiling the message, determining methods, and choosing media, which is strengthened by supporting theories in the form of Theory of Excellence Public Relations (Grunig & Hunt, 1984), Theory of Organizational Communication (Pace & Faules, 2018), Stakeholder Theory (Freeman, 2010), and Theory of Collaborative Governance (Ansell & Gash, 2008). This research is expected to make a theoretical contribution to the development of the study of government communication and public relations in the public sector, as well as a practical contribution to the Public Relations Division of the National Police in designing collaboration-based communication strategies for other public security programs.

METHODS

This research uses a qualitative approach with a descriptive research type based on the constructivism paradigm. The qualitative approach was chosen because this research aims to understand in depth the communication strategies applied by the Public Relations of the Metro Jaya Police in the implementation of the "Jaga Jakarta" Program through internal and external synergy, not to measure the relationship between variables, but to explore the processes, experiences, and meanings of communication that develop in the implementation of programs in public organizations (Creswell & Creswell, 2018; Sugiyono, 2023). The

method used is a case study with a naturalistic, exploratory, and interpretive approach, because this research seeks to answer the question of "how" to a bounded system, namely the "Jaga Jakarta" Program as a case that integrates public relations communication strategies with internal synergy and external collaboration (Creswell & Poth, 2018; Yin, 2018). The constructivism paradigm is used as a philosophical foundation because communication strategies are seen as not just a series of message delivery, but a process of meaning-building, coordination, and collaboration that is constructed together between police institutions and their stakeholders (Denzin & Lincoln, 2018).

The research was carried out in the Public Relations Division (Bidhumas) of the Metro Jaya Police as a work unit responsible for managing public communication, information dissemination, media relations, and building partnerships between police institutions and the community in the implementation of the "Jaga Jakarta" Program. In addition to field observation, this study also utilizes the official Instagram account @poldametrojaya as an object of digital observation to observe communication patterns, content forms, and interactions between institutions and the public. The research lasted for approximately three months, namely in April-June 2026, including the preparation stage, data collection through observation, interviews, and documentation, to analysis and preparation of research report results.

The unit of analysis of this research is the multi-channel communication mix of the Public Relations of the Metro Jaya Police, which includes three channel dimensions, namely public digital communication (Instagram, TikTok, Facebook, YouTube, Tribrata News, and WhatsApp as a coordination medium), face-to-face communication (Jaga Jakarta On The Spot, Sambang Warga, Anjangsana, Kopi Kamtibmas, Sabuk Kamtibmas forum), and community activity-based communication (community service, legal counseling, youth organization coaching, cross-agency collaborative activities). The research informants were selected using purposive sampling techniques based on direct involvement in the planning, production, and implementation of the "Jaga Jakarta" Program's communication, taking into account the principle of data sufficiency (data saturation). The informants in this study consisted of Kompol Risma Silalahi as the Head of the Bidhumas Mitra of the Metro Jaya Police (I1), Aiptu Suyatno as the Palmerah Police Bhabinkamtibmas (I2), Serka Yitno as Babinsa Koramil 03/Grogol Petamburan (I3), and Mohammad Revan Tribudi Aulia as a member of the Palmerah Village Youth Organization (I4).

Data was collected through four techniques, namely semi-structured in-depth interviews based on Anwar Arifin's Communication Strategy Theory indicators, direct observation of Bidhumas activities and digital observations of @poldametrojaya Instagram accounts, documentation in the form of publication materials, activity photos, infographics, videos, and activity reports, as well as literature studies on relevant scientific literature (Denzin & Lincoln, 2018; Sugiyono, 2023). All interview results were transcribed verbatim before entering the analysis stage. Data analysis was carried out using the interactive model of Miles, Huberman, and Saldaña (2015), which consisted of data reduction (data reduction)

through the process of coding and categorization of themes, data display in the form of descriptive narratives compiled based on the indicators of Anwar Arifin's Communication Strategy Theory, as well as conclusion drawing/verification. The validity of the data is ensured through source triangulation, triangulation techniques, and member checking, which is reconfirmation of the results of interviews to informants to ensure the suitability of the researcher's interpretation with the information in question (Denzin, 2018).

RESULTS AND DISCUSSION

Overview of Research Objects

The Public Relations Division of the Metro Jaya Police is a work unit responsible for organizing public information management, media relations, documentation of police activities, organizational communication, and strengthening the image of institutions in the jurisdiction that includes the Special Region of Jakarta and buffer areas such as Depok City, Bekasi City, Bekasi Regency, Tangerang City, and South Tangerang City. The high mobility of the population, the density of economic activities, social diversity, and the rapid flow of information in digital media make the public relations function no longer only oriented to the delivery of one-way information, but has developed into a function that builds dialogue, participation, and public trust. One of the strategic programs that is the focus of Bidhumas' public communication is the "Jaga Jakarta" Program, which places the community as a strategic partner of the police through synergy, education, and community empowerment, rather than just a security policy object.

Communication Strategy Through Internal Organizational Synergy

The results of the study show that the communication strategy of the Public Relations of the Metro Jaya Police in implementing the "Jaga Jakarta" Program is systematically prepared through four interrelated stages, in line with the four components of Anwar Arifin's Communication Strategy Theory, namely getting to know the audience, compiling messages, determining methods, and choosing communication media. At the audience awareness stage, Bidhumas maps the social, demographic, and behavioral characteristics of the target community before developing a communication approach, both for internal audiences within the Police and Police Stations as well as external audiences in the form of communities, community leaders, and social media users. At the message preparation stage, the communication material is designed to be able to convey the values of the four pillars of the "Jaga Jakarta" Program, namely Jaga Lingkungan Warga, Jaga Rules, and Jaga Amanah, through language that is educational, persuasive, and easy to understand by various levels of society.

At the method selection stage, Bidhumas combines informative, persuasive, educational, and dialogical approaches, which are realized through face-to-face activities such as Jaga Jakarta On The Spot, Sambang Warga, and Kopi Kamtibmas, in addition to digital publications. Meanwhile, at the media selection stage, digital communication channels (Instagram, TikTok, Facebook, YouTube, Tribrata News) are combined with face-to-face communication and community activity-based communication so that the message of

the "Jaga Jakarta" Program can reach various age groups and social backgrounds consistently. These findings show that the four components of the communication strategy do not stand alone, but form a unified process that reinforces each other, so that the program's message is not only known, but also understood, accepted, and implemented by the target community.

The effectiveness of the four components is supported by strong internal coordination between Bidhumas and various work units within the Metro Jaya Police, including the ranks of the Police, Polsek, Bhabinkamtibmas, and Babinsa. In the perspective of Pace and Faules (2018) Organizational Communication Theory, the coordination reflects a vertical, horizontal, and diagonal communication pattern that maintains the consistency of messages before they are delivered to the public. The alignment of perceptions between organizational units is the foundation that allows the "Jaga Jakarta" Program to be carried out in an integrated manner, rather than as a fragmented initiative between work units.

External Synergy with Various Stakeholders

In addition to internal synergy, the results of the study found five main themes that describe external synergies in the implementation of the "Jaga Jakarta" Program, namely coordination across work units, collaboration with elements of the Three Pillars (Polri, TNI, and village/sub-district governments), partnerships with community and community organizations such as Ojol Kamtibmas and Karang Taruna, collaboration with local governments and related agencies such as Satpol PP, BPBD, and Fire Departments, and trust building among stakeholders. The five themes show that the success of program implementation does not take place sectorally, but through a collaborative approach involving various actors according to their respective tasks, functions, and authorities.

Serka Yitno, as Babinsa Koramil 03/Grogol Petamburan, emphasized that the "Jaga Jakarta" Program has changed the pattern of coordination between elements in the field to be more responsive:

"Now if there is a problem, we usually immediately communicate with Bhabinkamtibmas and Kelurahan." (I3)

The statement shows that the communication built through the "Jaga Jakarta" Program creates a faster coordination mechanism than before the program was running. Analyzed using the Collaborative Governance Theory of Ansell and Gash (2008), this condition describes the formation of shared understanding among all stakeholders, because all parties have the same goal, namely maintaining environmental security, so that communication is no longer based solely on the interests of each agency. This finding is also in line with Freeman's Stakeholder Theory (2010), which emphasizes the importance of identification and active involvement of interested parties so that the legitimacy of the program is stronger because security messages are conveyed together by various institutions that have close ties to the community.

The Impact of Communication Strategy Implementation on Public Order

The results of the research on the formulation of the third problem identified five main themes that illustrate the impact of the implementation of the Public Relations communication strategy of the Metro Jaya Police through the "Jaga Jakarta" Program, namely increasing community participation, strengthening cross-sector collaboration, increasing public trust in police institutions, strengthening preventive approaches in maintaining security, and the formation of a sustainable collaborative communication model. The five themes show that the communication built by Bidhumas not only results in the delivery of information, but also changes in behavior and relationship patterns between stakeholders. Kompol Risma Silalahi emphasized the orientation of the success of the program as follows:

"What we hope is not only that the public knows about the Jakarta Guard Program, but that they participate in maintaining security in their environment." (I1)

The statement emphasized that the success of the "Jaga Jakarta" Program is measured through the level of community participation, not just the number of communication activities carried out. This finding is reinforced by Aiptu Suyatno's statement regarding changes in people's behavior in responding to potential security disturbances:

"Now the public is quicker to report if there is a suspicious incident." (I2)

In the perspective of the Theory of Excellence in Public Relations by Grunig and Hunt (1984), this condition shows that two-way communication built by organizations is able to increase public engagement, where the community is no longer positioned as an object of communication, but as a partner that participates in determining the success of program implementation. In addition, the strengthening of public trust in police institutions can also be seen from open communication, the use of easy-to-understand language, and a quick response to security issues in the community. This trust is an important capital that makes the community more willing to cooperate, convey information, and participate in activities organized by the police.

Overall, the findings in the three problem formulations show that the communication strategy of the Public Relations of the Metro Jaya Police in the implementation of the "Jaga Jakarta" Program forms a collaborative communication cycle: starting from the preparation of communication strategies (getting to know the audience, compiling messages, determining methods, choosing media), followed by strengthening internal coordination, building external partnerships, implementing programs in the field, to resulting in increased community participation and environmental order. This model of findings expands the application of Anwar Arifin's Communication Strategy Theory by showing that its four components become more effective when supported by internal organizational coordination and sustainable external partnerships, while strengthening the relevance of Excellence Public Relations Theory, Organizational Communication Theory, Stakeholder Theory, and Collaborative Governance in the context of security sector government communication.

CONCLUSION

Based on the results of the research, it can be concluded that the communication strategy of the Public Relations of the Metro Jaya Police in the implementation of the "Jaga Jakarta" Program is implemented systematically through the stages of recognizing the audience, compiling messages, determining methods, and choosing communication media. This strategy is realized through the delivery of educational and persuasive messages, supported by face-to-face communication and the use of digital media, so as to be able to increase public understanding and involvement in maintaining security and order.

The successful implementation of the "Jaga Jakarta" Program is also supported by strong internal and external synergy. Internal synergy is built through coordination between work units within the Metro Jaya Police, while external synergy is realized through collaboration with various stakeholders, such as the TNI, local governments, Satpol PP, BPBD, Fire Fighters, community organizations, communities, schools, and the community. The collaboration creates more effective, participatory, and sustainable communication in supporting the implementation of the program.

The implementation of the Public Relations communication strategy of the Metro Jaya Police through the "Jaga Jakarta" Program ultimately has a positive impact on efforts to build public order, as shown by increased community participation, the building of trust between the community and the police, and the strengthening of cross-sector cooperation in creating a safe and orderly environment. Thus, the "Jaga Jakarta" Program not only functions as a medium for delivering information, but also as a collaborative communication model that supports the realization of public security and order in a sustainable manner. Further research is recommended to expand the scope of the area and the number of informants, as well as consider a mixed methods approach to strengthen the validity and generalization of findings.

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