

# Efforts To Build The Legitimacy And Reputation Of Institutions Through Social Media (Study Of Instagram Police Public Relations Division)

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**Abstract:** This research describes the efforts of Indonesian National Police' Public Relations Division to improve the reputation and legitimacy of the Indonesian National Police through uploading contents in Instagram @Divisihumaspolri. Since 2015, PR Division of Indonesian National Police launch their official Instagram account and reach wider feedback from public. This study uses legitimacy theory, reputation theory, and government PR. The method used is Krippendorf content analysis, where the researcher used two coders to analyze uploads of @Divisihumaspolri Instagram accounts from January 1, 2018 to June 30, 2018 based on the workbook that had been compiled. Results shows the efforts of Public Relations Division got good impressive from the public and increasing the legitimacy and reputation of the organization of the National Police.

**Keyword:** INP public relation; instagram; reputation; legitimization.

## 1 INTRODUCTION

According to Hayes, social media has become an integral part that is inseparable from modern communication [1]. Both individuals, groups / organizations, entrepreneurs, conventional media, private institutions and governments have adopted social media to gather, disseminate and share information with their audiences. Likewise, the National Police Agency of the Republic of Indonesia (Polri), makes social media a tool to build public trust. Social media is used to discuss the latest national issues surrounding security, measuring public sentiment towards the National Police, as well as a tool to suppress crime *cyber*. In this era, website creation is very massive. In the early 21st century, the web evolved from *Web of Content* to *Web of Communication* (Web 2.0). A period where many interactive platforms are provided, such as blogs, that allow non-technical users to interact with the web, create content, and share with other users. Internet users become providers and consumers of information (prosumers). 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). Public relations efforts in presenting elements of legitimacy and reputation were built by the Police Headquarters Public Relations Division with activities public relations related to *engagement* with the community. Public relations activities are not only an integral main function in the subject of the National Police Headquarters Public Relations, but also part of the main tasks and functions set out in the norms of the organization. Legitimacy has been extensively investigated in the police, as in [2], [3], [4]. It was found that among these studies, legitimacy encouraged the results of positive behavior of police members that led to effective policing (police performance processes against the community). It has become widely agreed that without the consent of citizens, it is difficult for the police to carry out their mandate [5]. Police legitimacy depends on many factors, including police effectiveness and efficiency, respect for society, satisfaction with police performance, level of accountability, and how police comply with procedural rules when interacting with citizens [6]. The public will submit to the authority and direction of the police

when the public considers the police to be effective in using procedural methods to achieve their goals. A series of empirical studies was conducted to assess the importance of legitimacy to support the above claims. For example, Tyler [7], analyzing data on more than 1,600 Los Angeles and Oakland residents, found that perceptions of the legitimacy of the police were associated with people's willingness to accept decisions from the police. Other research in Chicago also stated that Chicago citizens who viewed the police as *legitimate* were more likely to obey / follow the law [7]. These results indicate that citizens will not automatically submit to the police and obey state law simply because the police have a legal mandate to change their behavior; instead, they will only do it when they regard the police as legitimate authority figures. Other findings show that people will view the police as legitimate if they believe that the police use fair and objective procedures and treat people with respect and dignity. [6]. Moreover, when individuals view the police as effective in controlling crime, they tend to regard the police as *legitimate* figures [8] and then submit to their authority. Conceptualize legitimacy as the existence of an authority that makes people feel that the institution has the right to be suspended and obeyed [9]. Based on this definition, individuals obey and obey police orders because they respect and accept police institutions as the authority to make decisions. In modern democratic societies, the police are expected to use coercive power as a last resort to achieve compliance with the law enforced; citizens are expected to voluntarily comply with police directions because the police are generally considered legitimate [10]. Police institutions are considered legitimate when people view them as having moral authority to issue orders, maintain peace, and enforce the law [11]. Marenin [4] noted that police legitimacy developed, and that police behavior, practices, policies, and interactions with the public affected the level of public legitimacy to the police. Through this research the researcher draws the conclusion that legitimacy is quite crucial for the police. In the situation in Indonesia, the National Police is the only police organization that carries the legal mandate. The National Police as a bureaucratic organization echoes the mental revolution since 2014. Building reputation and legitimacy since 2005 contained in the *National Strategy of the National Police* stages I, II, III and IV. In addition to trying

to build *trust* in the police community, it also requires Organizational legitimacy and organizational reputation are two concepts that represent the assessment of an organization by a social system [12]. Polri as an organization, does not stand alone. This organization moves and functions in the community, which funds and entrusts state security to these institutions. Legitimacy can be considered as equating perceptions or assumptions, that the actions taken by an entity are desirable, appropriate or in accordance with the system of norms, values, beliefs and definitions developed by social groups [13]. The existence of the Polri organization is certainly influenced by several things, thereby reducing the legitimacy and reputation of the National Police in the eyes of the public. In the Instagram @Divisihumaspolri comments often appear similar complaints from the community surrounding the police who do negative things. The behavior of these individuals helped perpetuate the negative perspective around the National Police. Negative perceptions of the police can hamper public support for the law enforcement process. As in giving information related to the evil behavior of a person / criminal group. This obstacle is a challenge for the National Police Public Relations. When reputation and legitimacy are questioned, social media can be one of the *tools* to reclaim both. The Police of the Republic of Indonesia is one of the main pillars of law enforcement in this country. In its more than half a century, the National Police has grown with a history of ups and downs. At a relatively young age, the police should become more mature in carrying out their duties and functions as servants of the state, namely as law enforcement institutions, where the National Police is in charge of maintaining security and public order [14]. Moreover, the vital role of mass media both *online* and conventional as a means of disseminating information on the Police field greatly determines the legitimacy of the Indonesian National Police in the community, because the success of the National Police has not escaped the synergy between the community and the National Police. Primarily the National Police *Public Relations* Division, refers to the task of *public relations* (PR), that PR is not only involved in gaining legitimacy and ensuring the organization has active *support* from its stakeholders, but also in protecting the legitimacy of the organization when it is questioned [15]. If 1 expert supports the idea that public relations involves a function of establishing good relations with the public in order to maintain the survival of the organization, it can be concluded that the function of PR is about gaining and maintaining legitimacy and creating a reputation. Media social as well as a potential tool to protect the reputation of an organization, as well as the police institution. In terms of maintaining good relations, the police can establish relationships with *netizens* / the public. 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 [16]. In contrast to the concept of legitimacy, organizational reputation arises by distinguishing the organization from its surroundings. Thus, giving legitimacy and positive reputation seems to be a product of various fundamentally different forms of valuation [12]. In other words the concept of legitimacy in social media speaks of *power* / power, while reputation formed

through social media messages speaks of image. The presence of social media has reduced the dependence of public relations institutions on journalism. Because of fact information, it is now intertwined with *hoaxes* in the wilderness of the digital world. Of the 43 thousand *online* media in Indonesia, only 68 are certified and professional media (Chairperson of the Press Council Yosep Stanley Adi Prasetyo in remarks on the national press day in Padang, 8 February 2018 ). The paradox seeks to be addressed by the National Police Chief, General Tito Karnavian in 2017, thus making a new bureau in the Polri public relations division, namely the Multi Media Bureau, which specifically creates content, manages, analyzes and disseminates content on the National Police's social media. The policy was carried out to start building the internal Polri agendas on official social media, so as not to be biased with the agendas carried out by the media outside the Indonesian National Police, especially the agenda that tried to discredit the National Police, resulting in eroding the legitimacy of the National Police in the eyes of the public. The role of the media is very dominant in shaping public opinion. Although social media and *online* are scattered everywhere, the existence of *mainstream* media is still the main choice for obtaining valid and accurate information [17]. Polri is present as a news source, not only relying on mainstream media, but also reaching *online* media . Making it an information channel, a *cyber* patrol area , enforcing the law, providing community services and protecting the community / netizens. One of the official Polri social media that is managed seriously and involves many entities is *Instagram* . The Public Relations Division of the National Police as the carrier of Polri's information management function has one Instagram account, namely @Divisihumaspolri. Until now, the account has 409 thousand followers, and follows 9 accounts. *Instagram* is a social media *platform* that focuses on videos and images, where each upload can include text *captions* involving *hashtags* and comments in it. This application can be accessed via PC and device, but is designed for *mobile* devices [18]. According to statistista.com data *Instagram* users in Indonesia are ranked 4th in the world. with a total of 62 million active users in January 2019. And ranks first in Asia Pacific as many as 45 million Instagram users who are active every month, in 2017 (Sri Widowati, director of *Facebook* Indonesia, press release 2017). In addition, considering the results of the " *Most Litterated Nation In the World* " research conducted by *Central Connecticut State University* in 2016, Indonesia was ranked 60th out of 61 countries related to reading interest. Through this basic data, it can be assumed that the penetration of messages in Indonesian society will be easier in the form of images, visuals or memes. The market niche for Instagram Indonesia users is also quite large and capable if it is to be used as an official media *platform* that builds the legitimacy and reputation of the police. In the previous research on police media, there was more discussion about *Twitter* and *Facebook* at the state police level [19] the National Police communication strategy at the regional / regional police level (Natasa Sebayang). There has been no research around Instagram police, which is specific to the content of the message delivered. So that this research can be used as a comparison in the practice of police public relations, so that academics and public relations practitioners are not

trapped in the *Illution of Control*, a situation that arises as a result of the conservative paradigm of public relations, which sees public relations as a message system, publicity, informational and media relations functions. Practitioners who still deify publications, news, communication campaigns and media contacts in their performance. Circumstances that still regard the public as an *audience* that can be controlled and controlled through asymmetric / one-way communication [20]. And through messages displayed on *Instagram* @Divisihumaspolri, researchers want to see how the PR efforts of the National Police through Instagram uploads @Divisihumaspolri in improving the reputation and legitimacy of the National Police. Instagram uploads are measured by the amount of content that leads to legitimacy and reputation as well as positive responses obtained, both likes and positive comments. So that it can be seen whether the efforts of these efforts are responded to well by the audience.

## 2 LITERATURE REVIEW

Public Relations is a continuous process of management's efforts to gain good will and understanding from customers, employees, and the wider public. In his work, a public relations officer makes inward analysis and self-improvement and makes outgoing statements. Public relations has an important role in helping inform the internal public (in organizations) and external public (outside the organization) by providing accurate information in a format that is easy to understand so that the ignorance of an organization, product or place can be overcome through knowledge and understanding. The early era of the 2000s Public Relations in government agencies lacked an important role. The Public Relations Section is only used as a "supplement for sufferers" in an institution. His job is far from ideal, such as just receiving a guest (receptionist) and delivering it to the leader, noting the entry and exit of the letter, clipping the newspaper, and even sometimes the task of serving drinks to guests. At that time, in most government agencies, public relations had almost no "voice" to argue, even though public relations should provide input to leaders to assist leaders in making decisions. But, other times before now. In this era of information technology advancement the main tasks and functions of PR are increasingly "biting". From starting to clipping, managing messages to be delivered by leaders, managing various information media, managing good relations with the media, initiating meetings related to communication, becoming EO (protocol), and many other things. Although taking shelter in the Government, the public relations of the government is generally not political. Public relations departments in the government are formed to publish or socialize the policies of the institutions that shelter them. Some routine information provided by government public relations includes policies, plans, and agenda and work results of institutions that can affect understanding, understanding and public behavior. In addition to providing information to the external public, public relations must also provide information to the internal public so that all management policies can arrive well down, and information from below can be well received by the leadership. This is important to ensure that there is no "gap" between implementers at the lower level and the management (management). In a government organization,

public relations is often positioned as a mouthpiece or voice from the leadership of the Regional Government in relation to the public, so that it becomes a respectable, high, strategic position, and once inherent in its capabilities and responsibilities. Public Relations is also required to provide input and advice for officials about all the information needed and the reaction or possible reaction of the public to institutional policies, whether they are being implemented, will be implemented or are being proposed. There is one difference between past and public relations paradigms in the present. Harword L Childs, as quoted by Executive Public Relations, writes that one thing stands out from the changes between past and present public relations. The difference lies in the function of public relations is narrow, that is, in the past public relations or a person who is carrying out the task as a publicist is more a spokesperson for the party he represents. This alignment is absolute. In the sense that a public relations person must even be a "defender" of the party he represents. It is not uncommon for a public relations person to "twist" reality in an information that must be conveyed in order to better reflect the existence of truth on the party represented. At present the role of public relations in government institutions cannot be underestimated. Along with the demands of reforms including reforms in the bureaucratic sector, the government must carry out its activities by fulfilling the criteria of good governance principles. "Transparency" is one measure of government administration. The community has the right to know any information from policy makers and actors. Citing the definition of public relations by Joice J Gordon [21], which was extracted from the *Effective Public Relation1* book ) public relations should have a function and role in maintaining good and useful relationships between organizations and the public. Gordon summarized the tasks of a government public relations officer as follows: Providing constituent information about the activities of government agents. Encourage citizens to support established policies and programs; environmental security monitoring program Manage internal information; preparing organizational newsletters, electronic announcements, and the contents of the organization's internet site for personnel . Facilitating media relations - maintaining relationships with the local press; served as a channel for all media questions; notify the press about the organization and its practices and policies. Building community and nation; using public health campaigns with government support and other public security programs Thus, the public relations government can be concluded as providing information to the public as well as a liaison between the government and the community. This can be understood because the government is an agent of the community itself. Communities give their rights to be represented to government people so that they can be carried out as well as possible. Then it is reasonable if the government must stay connected with the community and every aspect touches people's lives directly. Public Relations is the doorway for a harmonious relationship between the government and the public or society. Today's PR are more concerned with two-way communication. 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. 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. It is a priority program to ensure that the public knows what the government is doing and participates in development. The implementation of GPR is carried out in accordance with Presidential Instruction Number 9 of 2015 concerning Management of Public Communication. The *Government Public Relations* work base is sustainable management of information and communication to gain public understanding and support for Government Programs and Policies [22]. The *Government Public Relations* Work Program includes: The government as a determinant of the agenda (*agenda setting*) of issues in the community to build public trust in the government as a source of accurate and reliable information. Establish communication network institutions. Compile and monitor the implementation of regulations regarding GPR by K / L / D. Providing and disseminating public information content throughout Indonesia. Through public relations the government can convey information or explain things related to certain policies and actions and activities in carrying out the duties and obligations of his government. Ruslan [23] says that there are several things to carry out its main tasks, namely: (1) Observe and learn about desires, desires and aspirations in society (*learning about public desires and aspiration*). (2) Activities that provide advice or suggestion to respond or vice versa, are carried out by government agencies/institutions such as those desired by the public (*advising the public about what is desired*). (3) The ability to seek satisfying relationships obtained between public relations and Government officials (*a sure satisfactory contact between public and government official*). (4) Provide information and information about what has been attempted by a government institution/agency concerned (*well-informed about what an agency is doing*). Furthermore, according to Black [24], there are 4 main objectives of the Regional Government Public Relations, namely: (1) *To keep the citizen informed of the council's policy and its day-by-day activities*, (2) *To give them a copy to expose their opinions about new project before decisions are taken by the council*; (3) *To inform citizen about how the government system is run and their rights and responsibilities*; (4) *To promote a sense of citizen pride*.

### 3 METHOD

The research method used in this study is content analysis, which aims to describe the aspects and characteristics of a message [25]. 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 behavior from selected communicators [26]. According to Eriyanto [25] the population is all members of the object who want to know its contents. The population must be clearly defined so that members of the population can be determined carefully. While according to Sugiyono [27] the population consists of objects or subjects that have quality and certain characteristics set by the researcher to be studied and later conclusions drawn. Because this study wanted to analyze the text, the population in this study was all Instagram uploads @Divisihumaspolri. Uploads include

*captions* (in pictures / videos and in image / video captions) which contain the legitimacy and reputation dimensions of the organization of the National Police. The sample according to Sugiyono [27] is part of the amount and characteristics possessed by the population. The main use of deep *sampling* quantitative research is to make representative samples namely sample which is a small set of cases that are closely related represent features of interest in a larger set of cases [28]. *Sampling* methods used in the study this is *purposive sampling*. According to Eriyanto [25] in *purposive*, researchers intentionally choose a sample or period over basic scientific considerations. Sample selection is indeed not done random, but based on strong consideration from the researcher. Therefore, the sample determined in this study amounted to 300 Instagram uploads from January 1, 2018 to June 30, 2018. This time period determined by the researcher because there was a *hoax* declaration between government institutions in that year. In 2018 the National Police also expanded the structure, both by increasing the status of four types B regional police to Type A Regional Police. Including regional police Jambi, South Kalimantan, Central Kalimantan and NTB. And the structure of the work unit at the center / Police Headquarters. The Multi Media Bureau officially operates in early 2018. In the vortex of structural changes, researchers want to see the message built by the Public Relations Division with their new machines, namely the Multi Media Bureau that is specific to managing social media, is it effective in shaping the legitimacy and reputation of the community.

### 4 DISCUSSION

The role of public relations is very important in providing positive information about the success of the institution and helping to educate the community by providing true and useful information. With the slogan "Objective, Reliable and Participatory" put Divisihumas as the main subject in image management, as well as the function of building the legitimacy and reputation of the National Police in the community. In the organizational structure of the National Police, the Public Relations Division or abbreviated as the Public Relations Division is the executing element of the Indonesian Police's special staff who are under and responsible to the National Police Chief, in carrying out their daily duties under the control of the Deputy Chief of Police. The duty is to foster and carry out public relations functions within the National Police "That the Public Relations Division of the Indonesian National Police is in charge of fostering and carrying out public relations functions which include public lighting activities, unit lighting, information production, documentation and research, in order to create positive and beneficial public opinion" (website [www.polri.go.id](http://www.polri.go.id)) Until 2017, this division only has two bureaus, namely the PID (Information and Documentation Management) Bureau as an implication of Law No. 14 of 2008 concerning Public Information Openness. As well as the Bureau of Community Service (Public Information) that carries out the function of public relations related to conventional media. In 2017, a new bureau was formed, namely the Multi Media Bureau (Regulation of the Chief of Police No. 6 of 2017), as a form of organizational adjustment to the advancement of information technology. That year also saw an increase in the escalation of

positions in the *Cyber Crime Subdistrict* to become the *Cyber Crime Directorate*. Because the National Police found that the crime of the digital world is increasing in number and complexity. The Multi Media Bureau specifically manages the official Polri social media. Led by a Police Brigadier General. So since 2017 the National Police has reformed and formalized its social media accounts, both *Facebook*, *Instagram*, *Twitter* and *Youtube*. In a *Facebook Page*, followed by 806 thousand, while in *instagram @Divisihumaspolri* followed by 411 thousand, followed by 1.16 million *@Divisihumas\_Polri Twitter* and *Youtube Div Police Public Relations* in *subscribe* as many as 1600 *subscribers*. Public relations in the National Police has a difference with other public relations, namely carrying out the function of public relations while still carrying out the obligations as police personnel. Bound with social legitimacy and juridical legitimacy. Authority as protector, guardian, public servant and law enforcer is still attached to each of his personnel wherever they are on duty. So that moral conflicts are still often encountered in responding to negative issues / news related to police personnel. One side is law enforcement, on the one hand there are *esprit de corps*.

#### **Public Attention: Strengthening Legitimacy and Reputation**

In uploading Instagram *@Divisihumaspolri* 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 legitimacy and reputation. In the upload date of 29 April 2018 get a pretty fantastic *like* that is 1,247,453. 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. Uploads on 12 February received good public attention, amounting to 111,526. 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 [29] that the existence of legitimacy is determined by how public relations actions are responded well by the public. 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. Uploads on June 16, 2018 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 in Fitriani [30] legitimacy 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, in this case is a guarantee of security during the Eid al-Fitr celebration [31].

#### **Upload and Role of Polri's Digital Public Relations Communication**

Instagram as a social media can not be separated from the interests and messages that have been structured and prepared beforehand by communicators, according to Frank Jefkins [32] theory. Making the message to the outside and inside audiences to achieve specific goals. Instagram account *@Divisihumaspolri* is used intentionally to become the official information channel around the National Police to the public. The blue check logo (*official*) appears ) on the account profile page, used as one of the markers that this account is the only official Polri account. Furthermore, the Tribrata icon / symbol in the left corner of the upload is coupled with the symbol of the Police Public Relations Division on the right. Because there are many similar accounts in the name of the National Police, such as *@Polisi\_Indonesia*, *@Abdinegara*, etc. The use of hashtags also does not escape the appearance of every upload of the Police Public Relations instagram. *@Divisihumaspolri* also enlivened the agenda of Indonesia as the host of the Asian Games. One of them is the use of Asian Games symbols in some of the graphics uploaded by the account, along with the hashtag # *AsianGames2018*. In the context of this study uploads uploaded by the *@Divisihumaspolri* account cannot be released from the number of institutional / government workdays. Through the results of the Instagram Police upload content analysis, it was found that the number of uploads in January and February was no more from March to June, this was because the number of working days in the two months was less than in the other 4 months. So it appears that the upload frequency is quite high only on weekdays. In carrying out the daily work of the National Police personnel, it turned out that several uploads were able to attract the attention of the account follower. It can be seen on the frequency chart that many positive comments accumulate in April and May. The highest comments and *likes* occur on April 30, 2018, May 17, 2018 and May 20, 2018. Upload April 30, 2018 displays a video about the Tulungagung Police who was interrupted in his spare time as a garbage picker. This upload received 8030 *likes* and 40 positive comments.



Figure 1. Instagram @Divisihumaspolri upload on April 30th 2018



Figure 2. Instagram @Divisihumaspolri upload

The content of the message that raised the irony side becomes a paradox in the view of the follower account @Divisihumaspolri, according to Pavio's theory, *picture superiority effect*, that the image is able to arouse the emotions of the message reader. The short video contributed to increasing community engagement with the Indonesian police organization through the figure of Aiptu Trish Setyono. Other Uploads m engusung *caption* "The world needs a generation who dared to dream and have the courage to make it happen ..". produced 1837 likes, 51 positive comments. The content that has been designed displays small children, where there are still many hopes and dreams but are wrapped in a symbol of the National Police uniform. So that it succeeded in bringing the audience and the National Police closer together in motivation.

**The Dimension of Legitimacy in Government PR Perspective**

Legitimacy in the view of Donovan [33] is similar in two sides to the coin, on the one hand legitimacy is something that is given by the community to the organization, but from the perspective of organizations, especially the National Police, legitimacy is something that must be obtained from the community. While in the view of PR Government, Effendy [24] states the purpose of Government PR is to inform the public how the institution is implementing its rights and responsibilities. In the processed data set in the previous chapter, it is shown that one of the legitimacy elements of regulation, is quite high in March and June. Both are related to the legal education content "do you

know?" To the public. Another element in building legitimacy is Norma. The processed norm data is quite high in May, in line with the number of likes and highest comments in the study period, which is May 17, 2018. On that date there was a terrorist attack on the Riau Regional Police. One of the uploads showed the Chief of Police giving an extraordinary promotion to two Riau Regional Police personnel who paralyzed 2 terrorists, won 1407 likes and together with the arrest of a densus of 3 terrorists in Probolinggo, won 2980 likes 139 positive comments.



Figure 3. Instagram @Divisihumaspolri upload



Figure 4. Instagram @Divisihumaspolri upload

A total of 133 uploads with a percentage of 29.29% representing the professionalism of the National Police in suppressing terrorists in both Riau and Probolinggo. Ligerio [34] states that the norm element in obtaining legitimacy must be able to display the instructions, evaluations and obligations of institutions so that they can achieve more than expected by general social norms and become the standard of various different professional aspects [35] Maggio's opinion has been offset by the amount of *feedback* people's appreciation of the achievements of the National Police. But there are still other elements, namely cultural knowledge. The processed data on cultural knowledge elements, which stood out in February, included 173 uploads with a percentage of 20.18%. The average is dominated by uploads of humanitarian assistance carried out by the National Police towards the community. Assistance from the police to the public primarily urban msyarakat not somet hing *taken for granted*, but through

messages designed, *taken for granted* can be raised in a series of pictures and *captions* that bring sympathy and justification of society. Through these three elements, when juxtaposed with data from the accumulation of positive comments in May, it was found that the Police tried to gain legitimacy from the community by displaying messages that were in line with the norms, and assisting other functions in the Police in gaining legitimacy from the community, one of them Densus 88 is the message of terrorist arrests and Binmas units that carry out the role of community development and community policing. In line with the opinion of Cutlip [21] that Public Relations is a management function that specifically supports the formation of mutual understanding in communication, understanding, acceptance, and cooperation between organizations and various publics.

#### Dimensions of Reputation in the perspective of Government PR

According to reputation frequency data on the dimensions of reliability by coder 1, it was found that only 2 uploads in February and in the remaining months, only 1 upload each. So if it is drawn on the opinion of Doorley and Gacia [36] that reputation is a combination of behavior, performance and organizational communication, the upload data does not reflect the combination of the three. Most uploads are still dominated by information about regulations, not many of which display excellent services, so there is little description of a reliable organization. If this is drawn further in the eyes of the image or picture of mind [37] then a small picture is obtained. Public Relations Institutions are too focused on gaining the legitimacy of society. So forgetting the role of Public Relations as an image maker [23]. Another dimension is *trustworthy* which is also lame in frequency. 20 uploads in March, 17 uploads in April and zero in February. This data irregularity shows that the target of building a reputation within the internal scope of the National Police is still not well designed. Because trustworthiness is building an image of pride in the identity of the organization so that it creates a *sense of belonging* personnel [38]. The upload was high in March because it coincided with the opening of registration for recruitment of police personnel. Coinciding with the momentum of uploads boosted, while those targeted in the recruitment agenda were external public. This is if it continues to be carried out according to the annual agenda, further research can be carried out to see whether the rise and fall of the National Police's performance is related to the failure to foster the self-image of trustworthiness within the National Police. Another dimension variable is responsibility, the numbers obtained are quite small, namely 2 uploads in March, and the other months only 1. Through this data if further conclusions are drawn, it can be assumed that community / environmental maintenance has not been built by the Police Public Relations Division, because the numbers it's still too small compared to thousands of posts over the 6-month period. Impacting and making the life of the environment good is one of the public relations tasks as an intermediary between the leadership and the public, one of which is the external public. This public is not just the media, but other communities or environments that are directly in contact with the National Police. The complex and even distribution of the National Police in Indonesia has made the external

public scope of the National Police quite large. But on Instagram media it should be targeted who is ready for the public m access the media. This side has not been worked out well by the Police Public Relations Division.

#### 4 Conclusion

In this study, the researchers concluded a number of things as follows: The findings of the data in this study indicate that the efforts of the National Police Public Relations Division in the Instagram account @Divisihumaspolri display text about legitimacy and reputation received appreciation from the public. The data is also supported by public attention which actively pays attention to the efforts of the National Police Public Relations Division to increase the legitimacy and reputation of the National Police. Theoretical implications of the findings of this research data confirm that the PR function in government organizations (Government PR) is still centered on maintaining legitimacy (related to power) which tends to be normative, top down, and repetition of previous PR models. In this study also can be seen between legitimacy and reputation variables in the PR model of government organizations, in the context of this research is the Instagram social media account of the Indonesian Police Public Relations division.

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