Police as communicators to prevent the spread of the COVID-19

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ABSTRACT

For the last two years, Indonesia and all countries in the world have been engaged with the COVID-19 pandemic. The government issued various forms of policies to prevent the spread of COVID-19, including PSBB and PPKM. The West Java Police Public Relations, as part of the government, also communicated the program through their social media. One of the social media accounts used is the Instagram account @humaspoldajabar. However, the uploaded content has yet to achieve optimal results. The purpose of this study is to describe the management of Instagram social media @humaspoldajabar during the COVID-19 pandemic. This research uses qualitative research methods with the type of case study research and collecting data using observation and literature study. The result of this research is that the contents uploaded by the Public Relations Division of the Java Regional Police are content related to appeals, information, and policies for controlling the COVID-19 outbreak. Public Relations of the West Java Regional Police uploaded content that described humanist police activities accompanied by the positive imagery of officials within the West Java Regional Police. The West Java Police Public Relations should use brand influencers to optimize content and display content that suits the needs and characteristics of the public. Content in the form of positive imagery can actually threaten the image of the police themselves.

Keywords: Public relations; social media; COVID-19; social media optimization; brand influencer

Polisi sebagai komunikator untuk mencegah penyebaran COVID–19

ABSTRAK

Seluruh *negara di dunia termasuk Indonesia telah disibukkan dengan pandemi virus COVID-19. Untuk mencegah penyebaran COVID-19, pemerintah Indonesia kemudian mengeluarkan berbagai bentuk kebijakan seperti PSBB (Pembatasan Sosial Berskala Besar) dan PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat). Humas Polda Jabar sebagai bagian dari pemerintah kemudian mensosialisasikan program tersebut melalui media sosial yaitu Instagram @humaspoldajabar. Namun, konten yang diunggah belum mencapai hasil yang optimal. Tujuan dari penelitian ini adalah untuk mendeskripsikan pengelolaan media sosial Instagram @humaspoldajabar selama masa pandemi COVID-19. Dalam penelitian ini menggunakan metode penelitian studi kasus, sedangkan pengumpulan data yang digunakan dalam penelitian ini adalah observasi dan studi pustaka. Hasil dari penelitian ini konten-konten yang diunggah oleh Divisi Humas Polda Jawa Barat selalu berkaitan dengan himbauan dan juga informasi terkait kebijakan pemerintah dalam pengendalian wabah COVID-19. Humas Polda Jabar menguggah konten yang menggambarkan aktivitas polisi yang humanis disertai pencitraan pejabat di lingkungan Polda Jabar. Tidak hanya itu, konten yang disajikan pun lebih dari sekedar konten yang berisi informasi atau himbauan tetapi juga diselipkan konten pencitraan. Berdasarkan penelitian yang telah dilakukan, Humas Polda Jabar sebaiknya menggunakan brand influencer untuk mengoptimalkan konten dan menampilkan konten yang sesuai dengan kebutuhan dan karakteristik masyarakat. Konten berupa pencitraan positif justru dapat mengancam citra polisi itu sendiri.*

Kata-kata Kunci*: Hubungan masyarakat; media sosial; COVID-19; optimalisasi sosial media; brand influencer*

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INTRODUCTION

Indonesia, and all countries in the world, have been preoccupied with the COVID-19 pandemic for the last two years. The pandemic has drastically changed life in Indonesian society. Various aspects of life have been affected by the pandemic. One of them is from an economic perspective, where the National Development Agency (Bappenas) projects an increase in the number of Indonesian unemployed to reach more than 4.2 million. It spread to other sectors that experienced a slowdown in growth, such as education (Chairani, 2020).

The covid-19 pandemic has impacted many sectors of life, especially the health crisis, and of course, it has an impact broadly on the global economy (Gemiharto & Juningsih, 2021). The Indonesian government has taken various ways to deal with the pandemic, which was first discovered in Indonesia on March 2, 2020. One of the methods used was the restriction of people's movement in the form of Large-Scale Social Restrictions (PSBB), which later transformed into the Enforcement of Restrictions on Community Activities or PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat). Different names, but the essence of the policy is to limit community activities in public areas to suppress the spread of the virus. The government also issued Emergency PPKM through the Minister of Home Affairs number 15 of 2021 because there was a high spike in cases of the spread of Covid-19 in the Java-Bali region (Ristyawati, 2020).

The program then changes to adapt to new habits or new normal. One of the consequences of limiting community activities is worsening economic conditions. MSMEs (Micro Small Medium Enterprises), one of the pillars of the community's economy, cannot carry out operational activities because they cannot sell their goods. It was a serious blow because MSMEs themselves are the pillars of the Indonesian economy (Pakpahan, 2020). With the new normal policy from the government and support from the police as part of the government, MSMEs are expected to receive a stimulus because they can return to selling in public spaces and carry out their economic activities as a whole.

The Republic of Indonesia State Police (Polri) is one of the state institutions whose role is demanded to assist in the handling of COVID-19 in Indonesia. During a pandemic, the Polri's task of assisting various government programs was unexpected. The National Police, in their routines, are required to consistently enforce the law according to what is mandated in Article 13 of Law no. 2 of 2002 concerning the Indonesia National Police (Tasaripa, 2013). However, during the limiting community activities in public spaces policy, the police became the party that was relied on at the forefront of implementing these regulations.

An article released by the Political Research Center of the National Research and Innovation Agency said that the function of the police as a government agency that supports law enforcement is explained in Article 13 of Law No. 2 of 2002. Concerning the National Police, it explains that the police carry out government functions in maintaining public security and order, law enforcement, protection, highlighting, and service to the community. Two contexts are referred to in the term "security and order of society." The first meaning is as a dynamic condition of society, as one of the prerequisites for the implementation of national development as a national goal characterized by ensuring security, order, the establishment of law, and the establishment of peace. While the second meaning is that the Police as a reinforcement of the potential strength of the community to prevent various forms of unlawful acts and other forms of interference. One of them is the COVID-19 pandemic (BRIN, 2020).

The role of the police in supporting the policy of limiting community movement during the Pandemic was strengthened by the issuance of the Maklumat Kapolri No. Mak/2/III/2020 concerning Government Policy Compliance in Handling the Corona Virus. The proclamation is an initiative of the National Police in supporting PP Number 21 of 2020 concerning PSBB and Minister of Health Regulation Number 9 of 2020.

The seriousness of police agencies in supporting the government in handling COVID-19 is not only reflected in this information. Several other telegrams are issued as a form of police participation in handling COVID-19. Here are some of them (Wardhana, 2020), in Surat Telegram Nomor ST/1098/IV/HUK.7.1/2020 about the handling of potential crimes during large-scale social restrictions

(PSBB), which regulates guidelines for police personnel in carrying out legal actions; Surat Telegram Nomor: ST/1099/IV/HUK.7.1/2020 which regulates the handling of crime in the task of availability of staples and distribution; Surat Telegram Nomor: ST/1100/IV/HUK.7.1/2020 which regulates the handling of crime in cyberspace; Surat Telegram Nomor ST/1101/IV/HUK.7.1/2020 which regulates the handling of potential crimes during the implementation of the PSBB; dan Surat Telegram Nomor ST/1102/IV/HUK.7.1/2020 which regulates the handling of Indonesian workers (TKI) who have just arrived from countries infected with COVID-19

The police chief's proclamation and the telegram above show the two main duties of the police agency. The first is the police as a prevention against the spread of the COVID-19 virus. The police have a duty to maintain that all health protocols imposed by the government can be enforced properly in the community. The second is the steps taken by the National Police to prevent the occurrence of criminal acts whose numbers continue to increase during the pandemic.

People's attitudes have challenged this task during the pandemic. Lack of discipline is an obstacle for the government, including for the police, to be able to enforce various regulations in the new normal period in daily life. The legal sanctions that have been applied seem less effective in making the community comply with the regulations (Sibuea, 2021). Also, the position Police can enforce various regulations (Kostygina et al., 2020).

Research shows that there is one of the challenges for the National Police doing preventing the spread of COVID-19. The challenge is communicating persuasively to the undisciplined community or rejecting COVID-19 existence and danger (Wardhana, 2020). In responding to this phenomenon, the role of the National Police is needed to make persuasive efforts that appeal to the community and an effective social communication strategy so that all circles of society can accept it.

It is done to encourage the public to follow government policies to prevent the spread of COVID-19. It is also done by the police, both online and offline. The police department issued a persuasive appeal against individuals who do not wear masks if found on the street. Individuals or groups in the community who gather outside the hours set by the government will be given an appeal and not strictly disciplined.

The police also carry out persuasive socialization and communication through social media. As a new media loved by the public, social media has become a mainstay in conveying various messages (Rifandi & Irwansyah, 2021). It is also the case in the era of the COVID-19 pandemic. Social media has become one of the media to spread information related to COVID-19. Especially the younger generation, who love social media, make social media the main information media (Sitompul et al., 2021).

The Public Relations Division of the West Java Regional Police carries out persuasive communication and socialization related to government policies that prevent the spread of COVID-19. All police units at the provincial and district/city levels communicate persuasion through their previously operating social media. The most widely used social media are Facebook and Instagram.

The Instagram account used to socialize and communicate with the public is @humaspoldajabar. This account has been operating since early 2021 to communicate

Source: Instagram, 2022

Figure 1 Content related to COVID-19 at @ humaspoldajabar

programs and activities launched by the West Java Regional Police and their staff. This account has been followed by over two hundred thousand Instagram users and has 2,446 uploaded content.

Through this social media, the West Java Regional Police Public Relations shared content about government policies handling the COVID-19 pandemic, providing appeals and information that the public must know. There is also content related to police activities related to handling COVID-19, such as the active implementation of PPKM raids or the distribution of donations to communities affected by COVID-19 (Figure 1).

West Java is in the spotlight during the COVID-19 pandemic. West Java was once recorded in one of the provinces in Java as the highest contributor of cases in Indonesia in June 2021. Based on data dated June 22, 2021, new COVID -19 cases increased by 13,668 nationally. West Java province has the largest contributor, with an additional 3,432 cases. In addition, 11 cities and regencies in West Java have the status of a Red Zone (Mawuntu et al., 2022).

Therefore, the right communication strategy is needed to make the people of West Java comply with the health protocols that the government has prepared. West Java Police Public Relations tried to support the policy by consistently sharing appeals and information through digital communication (Wong et al., 2021).

The use of social media to reach a wider public and also a large number is indeed appropriate. However, digital communication carried out previously by the West Java Regional Police through their Public Relations Division still has several problems. It is shown by research conducted by Randikalam (Randikalam, 2018) that the management of Instagram social media @bidhumaspoldajabar still has some shortcomings in several aspects. It causes the @bidhumaspoldajabar account to have a low engagement rate and get little interaction with followers, such as comments and likes obtained. The communication carried out by the West Java Regional Police Public Relations on social media is still one-way communication where the content produced still cannot hit the target. The result has minimal interaction in each content @bidhumaspoldajabar.

It is also supported by research conducted by Sani et al. (Sani et al. 2022), which shows the adaptation of the West Java Regional Police Public Relations Division in the face of changes in the digital era. This research shows that there are no guidelines for managing social media within the Public Relations Division of the West Java Regional Police, so social media management is still carried out according to the capabilities and experience of each personnel managing it. There should also be improvements in the work rhythm and the quality of messages uploaded on the official police social media.

The results of this research show that there are problems that the West Java Regional Police Public Relations Division has in the digital communication they have been living so far. In the midst of these problems, they have the responsibility of preventing the refreshment of the COVID-19 virus carried out in messaging campaigns on social media. They should be communicators of messages that should not be their working area. Like the sentence in the article made by BRIN that the author has previously cited, this "additional" task will be a task that is not easy for the West Java Regional Police Public Relations Field.

From the description of the background above, the authors want to examine more deeply the police who are communicators of COVID-19, which are carried out through digital communication on social media. The authors will use the SoMe concept from Regina Lutrell to describe the social media management carried out by the West Java Regional Police Public Relations field in the @humaspoldajabar account.

The SoMe model is a proposed model by Lutrell to manage an institution's social media. SoMe stands for Share, Optimize, Manage, and also Optimize. A social media manager must do these four steps to achieve maximum results (Lutrell, 2015).

Share is the first stage where every social media manager must see where their target public is going. This understanding will make them find reasons to use social media and the right social media to communicate with their public.

Optimize is the second stage, where every social media manager must understand the habits and thoughts of social media users who are their followers. It must be considered because if it

is not done well, it will become content not in demand by the public. Social media managers must understand the conversations that occur in the midst of their ideal public and form content that matches their public references.

The third stage is management. This process is carried out to manage social media, including conversations and real-time interactions with the public from their social media. One of the important things about Lutrell in this stage is to monitor conversations on social media with social media tools, a software used to improve the quality of social media management.

The last stage is engaged, where social media managers can actively participate and connect with their public conversations on social media. The content that will be uploaded should bring social media managers closer to the public. Therefore, the content displayed must be monitored and prepared properly to achieve engagement with their users on social media.

RESEARCH METHOD

This research uses qualitative methods with case studies. Qualitative research is the collection of data naturally, using methods, and is carried out by naturally interested people or researchers. This definition gives the impression that qualitative research prioritizes natural settings and methods and is carried out by people with natural attention (Aspers & Corte, 2019). Qualitative research produces descriptive data in the form of written or spoken words from people who observe and are oriented toward descriptions of natural discovery data from the object under study by directing the approach to the background and the object naturally and holistically (Moleong, 2017).

The case study approach is a study in which the researcher explores a specific phenomenon (case) at a time and activity (program, event, process, institution, or social group). It collects information in detail and depth using various data collection procedures over a certain period (Rashid et al., 2019). Case studies can analyze groups, phenomena, periods, policies, or other systems; researchers can examine specific cases (Oktarin & Wengrum, 2021).

The data collection method used in this study is an observation method. Observational methods can be considered the basis of

everyday social life for most people, such as observing a person's behavior, social media activity, and other environments (Ciesielska et al., 2018). By this method, the author observes content related to COVID-19 on social media belonging to the West Java Regional Police Public Relations Division. Researchers also conducted a literature study examining several studies related to digital communication and social media management carried out by the Public Relations Division of the West Java Regional Police. Researchers also conducted brief interviews with public relations personnel in the jurisdiction of the West Java Regional Police.

The data analysis process carried out by researchers using qualitative data analysis from technical data analysis in this study used an interactive analysis model from Miles and Huberman. Miles and Huberman (Miles et al., 2013) compiled this technique into three stages: data reduction, data elaboration and classification, and drawing conclusions.

Data reduction is an activity to summarize and select important data and follow the objectives and research questions (Uhm et al., 2012). Researchers will select the data from the interview and sort the data following the research needs. Data reduction also helps researchers to summarize data so that it is easy to understand. The next stage is data presentation. The presentation of data makes it easier for researchers to understand cases or phenomena that occur and plan the next research steps based on the analysis (Sugiyono, 2017). Researchers can make notes in the margins, or this study, researchers categorized the data in the study and adjusted to the research questions (Ciesielska et al., 2018). Next is to conclude researcher draws the relevant meaning and structure of the database of analysis that the research chooses. The conclusion of this study is the management of social media @humaspoldajabar in conveying messages related to government appeals during the COVID-19 pandemic.

RESULT AND DISCUSSION

West Java is one of the largest provinces in Indonesia, with the most population in Indonesia. When a pandemic attacked almost all provinces in Indonesia, West Java became one of the provinces that mathematically received

a significant impact. It is evident from the data that West Java has been recorded in one of the provinces in Java as the highest contributor of cases in Indonesia in June 2021. Based on data dated June 22, 2021, new COVID-19 cases increased by 13,668 nationally, and West Java province is the province with the largest contributor, namely the addition of 3,432 cases. In addition, 11 cities and regencies in West Java have the status of a Red Zone (Mawuntu et al., 2022).

The data explains that West Java has a high transmission rate of COVID-19. The police must enforce the discipline of West Java residents as the government agency tasked with protecting the community from various disturbances (including the COVID-19 pandemic). The public health law also obliges the police as agents to enforce quarantine and social distancing (Kumar, 2021).

One of the steps taken is to communicate various government policies that must be obeyed by the community in the policy of limiting community activities in public spaces during the pandemic. It has been done by the Public Relations Division of the West Java

Regional Police in all its official social media accounts, both during the PSBB period and during the PPKM period, to adapt new habits, which are the government's latest solution in dealing with COVID-19.

Social media is used because it sees quite a lot of the West Java public. Social restrictions carried out by the government as a solution to prevent an increasingly widespread pandemic will make movement more limited. Internet access, as well as social media, has also increased. According to Tanne et al. (Baba, 2022), social media is a precious means of disseminating information to citizens; hence it is a powerful tool for creating awareness about the causes and prevention of plague. Social media is also effective in creating awareness about unknown topics like COVID-19 (Yagnik & Chandra, 2020). All information is obtained from social media so that the author sees the use of social media as the right thing to be done by the West Java Police Public Relations in communicating appeals and also information related to COVID-19.

The content uploaded by the Public Relations Division of the Java Regional Police

Source: Instagram, 2022

Figure 2 Content of the COVID-19 Health Protocol appeal

Source: Instagram, 2022

Figure 3 Information content about COVID-19 health protocol

is content related to the appeal to comply with health protocols that the government has set. The content is usually shown with a picture of a police officer educating people who do not comply with the health protocol, such as not wearing a mask. Figure 2 is one example of content appealing to comply with health protocols on the Instagram account @ humaspoldajabar

Other content shared in connection with the COVID-19 pandemic is information about COVID-19 and various related policies. One example is information about the implementation of vaccination which is one of the government's programs after deciding to enter the adaptation of new habits, aka the new normal. The Public Relations Department of the West Java Regional Police used to package information by making animated illustrations with interesting colors. Figure 3 is one example of content that shows information about vaccinations.

There are also other contents uploaded. One of them is the humanist activity commonly carried out by officers. One example is the distribution of basic food compensation to the poor carried out by officers at the West Java Regional Police. It is content that is easy to find on @humaspoldajabar accounts and other police accounts. Whether it is during a pandemic or in the period before the pandemic, it still likes to be done.

It is in line with the results of research conducted by Sani et al. that the management of social media in the police force still follows the tastes of the personnel who man it and also follows the tastes and "requests" of superiors (Sani et al., 2022). explicitly explains that the direction in managing social media is a public need (Lutrell, 2015). The selection of social media to be used, the selection of content to be uploaded, everything revolves around the needs and tastes of the public. Therefore, in the sharing stage, a social media manager in his campaign must be able to understand and get the right reasons from the public to use social media.

Lutrell The content is also one-way in nature. The public does not necessarily like content that displays too much of things related to the image of leaders in the realm of social media. Imaging as one of the communication strategies is indeed okay to do. Publicity in the media has become a natural thing to do.

However, the timing as well as the situation must be considered. Especially during the COVID-19 pandemic, where people's emotional condition is being disrupted due to restrictions on activities and a challenging economy.

Research conducted by Şentürk et al. (Şentürk et al. 2021) explained that the COVID-19 pandemic has made individuals focus on social media to meet their information needs. The fulfillment of such information also generates another problem, namely emotional instability related to the understanding of such information. People can become angry, entangled in fear, and other emotionally unstable behaviors when they encounter irrelevant information on social media. Irrelevant information can trigger an Infodemic.

The term infodemic has been coined to outline the perils of misinformation phenomena during the management of disease outbreaks (Mendoza et al., 2010). Infodemic can be minimized by adding content depicting the humanist attitude of the police, such as when there is police personnel who are making donations to people affected by the economy during a pandemic. Additionally, an infodemic can accelerate the epidemic and divide social responses (Kim et al., 2019).

The content related to COVID-19 uploaded by the Public Relations Division of the West Java Regional Police is actually good. But content related to the publication of the activities of top police officials can be something that makes the public not feel "connected" to police accounts. Several previous studies have shown that social media can be one of the channels to form a positive self-image (Sjoraida et al., 2021; Mulyani, 2021). The imagery in the two journals above uses their social media accounts. Meanwhile, the imaging process carried out by police officials often uses social media owned by the institution, which can hurt the image of the police agency itself.

It relates to the next phase of social media management revealed by Lutrell, namely the optimization phase. This phase is the phase that will make social media content more optimal to be able to achieve maximum results. Specifically, Lutrell (Lutrell, 2015) mentioned that optimizing an organization must see and hear what is shared by its public using social mentions that can measure and assess conversations addressed to the organization.

Lutrell even said that the optimization stage carried out by a company should be done using social media tools or software that is used to monitor the development of social media management carried out by an institution. According to Lutrell, the metrics for Instagram social media are engagement and conversation, influence, opinion and advocacy, and impact & value.

Research conducted by Randikalam (Randikalam, 2018) shows that the management of social media by the Police was carried out without using such equipment. They are used to using intelligence media management to monitor the development of conversations in the public arena. IMM is not an application suggested by Lutrell, but in terms of function, it can be one of the media to see and understand the conversation within the public itself. However, after listening to the public conversation recorded in the IMM, the West Java Regional Police Public Relations personnel have not been able to process this into maximum social media content.

Research conducted by Sani et al. showed that social media managers in police public relations do not yet have the skills and skills with information and communication technology (Sani et al., 2022). Social media management is only done based on personal experience in managing social media. Optimizing content based on psychological needs, namely social interaction, passing time, information seeking, entertainment, and information usefulness (Zeng et al., 2022).

Social media managers are expected to be able to manage content following the results of research conducted in the optimize phase. From the researcher's observations, the content shared by the West Java Regional Police Public Relations is in accordance with the community's information needs related to COVID-19. Google Indonesia launched several topics often searched by Indonesians related to COVID-19. The most frequently sought-after thing by the public is the symptoms of COVId-19, how to prevent Covid-19, and the Coronavirus update in Indonesia (Jawa Pos, 2020). It is the most accessed information by the public during the pandemic. Some of these points also have been conveyed by the police.

From the authors' observations, the optimization stage of social media management has made observations and also applied the results of these observations to the content they upload. However, that does not necessarily make their social media management more optimal. Many social media matrices, such as those carried out by Lutrell on Instagram, are still not optimal, especially in engagement and the influence of the content on the public.

One of the things that the West Java Police Public Relations have not maximized is the use of brand influencers in optimizing the content they upload on social media. Influencers themselves can be interpreted as online personals that have the power to affect their followers with their real or perceived authority, knowledge, position, or relationship (Lin et al., 2019). The public will pay more attention because it is considered more persuasive and believable (Riama, 2021).

Campaigns related to the COVID-19 pandemic were carried out without using brand influencers. It is also what makes the content of the uploaded @humaspoldajabar still not optimal if we look at the Instagram metrics aspect described by Lutrell. It can be seen from one of the contents related to the 2021 homecoming ban uploaded on their Instagram page (Figure 4).

In this context, the West Java Regional Police Public Relations used the figure of the

Source: Instagram, 2022

Figure 4 Content of the 2021 Homecoming Ban Appeal

Head of the West Java Regional Police Public Relations at that time, Kombes Pol. Erdi A. Chaniago., S.I.K., M.Sc. Authors see that it is better if the Public Relations of the West Java Regional Police work with parties who can have a better impact than using the Head of the Public Relations Division. Not meaning to belittle the Head of Public Relations of the West Java Regional Police, but not all levels of society recognize him and are familiar with his figure.

One of the important things to build relationships with parties who influence our social media accounts is to do research first to choose which influencers to work with. As Lutrell stated: "There are many tools that assist the company in conducting a social media audit." From this quote, Lutrell stated that an audit is needed first to determine who will be the influencer of the Instagram account of a company or institution.

Sani et al.'s research (2022) shows that social media managers in the police realm, including those in the West Java Regional Police Public Relations, find obstacles to carrying out police social media management activities to be hampered. There are times when the manager of social media in the Public Relations Division has a difference of opinion with the tastes of the leadership, be it the Head of Public Relations or the Head of the Resort or Regional Police. Much content is requested by superiors who are asked to be uploaded to the Instagram page.

The same results were also shown by the research conducted by Dekker et al. (2020), where the position structure and culture in a public service office, including the police, hinder the management of social media by personnel who have the ability in this field. Dekker et al. give an example that social media requires an open communication strategy and makes the public feel connected to the content, which usually includes related and authentic content, such as content that smells of humor. It may not be done by the police, who are rigid and serious.

One way to overcome this is to develop SOPs related to managing social media in police institutions. Dekker et al.'s research (Dekker et al., 2020) shows that special SOPs related to digital communication on social media are needed to improve the governance of police digital communications on social media.

Regarding the development of SOPs in the government sector, Mergel and Bretschneider (Mergel & Bretschneider, 2013) explained that there are three stages that social media managers go through to be able to develop an SOP. The first stage is that social media managers informally try to manage social media with their skills and references and diffuse it with the realities they face in the field. The second stage is the formation of informal standards, which are continuously developed to find the right pattern. This standard is only used temporarily until it reaches the third stage, where the standard is patented to become a comprehensive SOP.

The West Java Police Public Relations in managing social media does not have an SOP. They manage the social media of official institutions only based on their experience and references. (Randikalam, 2018; Sani et al., 2022). If it elaborated from the Mergel and Bretschneider model, then the experience and management activities that have been going on for a long time should have been compiled into an SOP. It will limit the interference of leadership tastes and old habits that hinder the development of social media, especially when they face problems such as the COVID-19 pandemic, where they face public perceptions that are difficult to predict. An error will hinder the communication program to be executed.

The SOP also includes the next stage of managing Lutrell's social media, namely management. Lutrell emphasized that the manage stage is the management of communication and response to comments and reactions from the public related to the content uploaded by an institution. Lutrell (Lutrell, 2015) said, "What relevant messages should we manage, monitor, and measure?" By setting up a media management system such as Hootsuite, companies where it can keep abreast of conversations that occur in real-time, respond to consumers directly, send private messages, share links, monitor conversations, and measure success/failure. The matrix or report is an integral part of managing social strategy. As practitioners, we must describe the efforts we are working on and report back to the executive level.

Lutrell's recommendation at this stage is to use social media tools. As previously stated, the Instagram manager at West Java Regional Police Public Relations does not use social

media tools such as Hootsuite or Iconsprout, as suggested by Lutrell. They only use IMM as capital to run their social media accounts.

What the police have not implemented in managing social media during the COVID-19 pandemic is real-time interaction. Lutrell said, "the company can stay current conversation respond to consumers in real-time, share private massage, and share company news" (Lutrell, 2015).

Real-time interaction is an important aspect of implementing social media. Real-time interaction is a form of two-way communication in social media. Two-way communication itself, as explained by Nasrullah (Nasrullah, 2015). He explained that two-way communication is an interactional communication model in the previous share stage. Social media is a very good form of interaction when we want to touch directly with the public. Interaction is also a characteristic of social media. The police institution is important to maintain two-way communication (L. Beshears et al., 2019).

One way to do real-time interaction is to do "Instagram Live". It is exemplified in research conducted by Hajati et al. (Hajati et al., 2018), where one way to do real-time interaction is to do an Instagram Live. The police can create an atmosphere when police officers share with those who have been harmed during the COVID-19 pandemic. It will seem more authentic and humanist than just displaying photos of activities and captions that simply inform the activity report. People will also trust more because it is done in real-time.

It is also related to the next phase in Lutrell's concept: engage. At this stage, there are three points to pay attention to, that is, how a subject establishes relationships with influential parties (influencers), how the subject finds out the ins and outs of his target audience, and how the subject reaches his target audience (Lutrell, 2015).

One of the templates or content formulas researchers observe from Instagram social media management activities carried out by the West Java Regional Police Public Relations Division is the Police, who are Humanist and care for the community. It can be seen from the large amount of content related to activities that show the value of concern for Police Members. It is usually followed by the appearance of the senior officials of the West Java Regional Police

in the content.

As previously explained, the campaign to prevent the spread of the COVID-19 outbreak was carried out by the West Java Regional Police Public Relations Division without using Influencers. In fact, influencer can be identified and shape public habits and behaviors (Collier et al., 2022), and the local influencer has a greater connection to the small-scale communities (Kostygina et al., 2020). They use officials in the West Java Regional Police as influencers. Many contents upload activities from the core officials of the West Java Regional Police during the pandemic. Even the West Java Regional Police Public Relations also made an appealing video about the ban on homecoming with the West Java Police Public Relations Head as the speaker.

One of the things that must be considered by the West Java Regional Police Public Relations manages the digital communication process carried out is the quantity of the content of humanist values combined with the appearance of officials. It can cause saturation from the public who pay attention to the content, especially during the COVID-19 period, where many parties need help to become a commodity in social media content.

Research conducted by Lev-on and Yavetz (Lev-on & Yavetz, 2020) points out that a senior police officer and the police agency should have used social media to establish two-way communication with the public. However, if the police and officials become more active, it could be a blow in itself. Instead of bringing it closer, the activeness of the police on social media can garner criticism and negative reactions from the public. The police can go further and further with the public.

Therefore, the Public Relations Division of the West Java Regional Police should again lead to the public interest in its management. The content uploaded should be tailored to the needs and characteristics of the public. Swani (Barger et al., 2016) found that consumers were more likely to engage with posts that were not overly commercial and that included emotional sentiments. Furthermore, the police can make interactive content that multisensory compared than just a photo, were most likely to receive likes, comments, and shares (de Vries et al., 2012).

It can help the police to establish

engagement with the public and gain public trust. It is in accordance with Lutrell's statement, "A company embar on social media strategy. It is no longer just a logo and tagline. It has become human. Social media users expect genuine, authentic connections; therefore, the responsibility shifts to the brand to deliver" (Lutrell, 2015). Digital communication on social media should be similar to direct communication, where communication expects quality and authentic information.

CONCLUSION

West Java, as one of the largest and most significant provinces, holds risks associated with the spread of the COVID-19 outbreak. The government rolled out various forms of policies in order to prevent the spread of the COVID-19 virus. One of them is the implementation of PSBB and PPKM in Java and Bali.

Therefore, the Public Relations of the West Java Regional Police participated in becoming a communicator of these policies through their social media. It is based on the function of the police as the guardian of order in the community. The Instagram account used to socialize and communicate with residents is @humaspoldajabar. Through this account, the police shared content in the form of information and also appeals related to the government's policy in overcoming COVID-19.

On the other hand, @humaspoldajabar does not create content that builds a sense of 'connected' with the community. It can be seen in the absence of two-way communication or real-time interaction, even though this can provide an opportunity to meet the community's information needs and prevent an infodemic from occurring. Furthermore, Polri's social media does not use social media tools or software but only uses Intelligence Media Management (IMM) to monitor conversations in public. Media management also only relies on their experience, not based on SOPs.

From an engagement standpoint, @humaspoldajabar also does not involve influencers but only uses internal figures as influencers. It is felt insufficient because internal figures are often unknown to the public. The high frequency of showing official appearances will cause boredom in society. Especially during a pandemic, people need commodity assistance more than content. It is okay to upload content, but it needs to be adjusted to the community's needs. The content also needs to avoid content with sentimental and commercial meanings. The content must be interactive and multisensory rather than just posting photos. These contents can create trust in society.

Social media management is often hampered due to the different tastes of various internal parties. Therefore, it is essential to develop SOPs to improve the governance of police digital communication on social media. The existence of SOP will limit the intervention of 'taste' from the leadership or old habits that can hinder the development of institutional social media. The first step for designing an SOP is by mingling with the reality on the ground, the existence of informal standards and standards that have found the proper patterns need to patent a comprehensive SOP.

However, social media activities were also colored by the uploading of humanist activities carried out by the West Java Regional Police and officials in their environment. It does not reflect social media content that should be based on the needs and characteristics of the public, not just based on desires.

Therefore, the authors suggest that social media management in the police force is again focused on public needs, creating real-time communication using Instagram Live and involving local influencers. Social media institutions should not be used as media to publish leadership activities to form a positive image. It can be a blow in itself because the content can cause resistance from the public.

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