ABSTRAK

Laela Anjelina, Pengelolaan *Cyber Public Relations* dalam Meningkatkan Citra Kepolisian Resor (Polres) Indramayu (Analisis Deskriptif pada Website tribratanewspolresindramayu.com dan Media Sosial Seksi Hubungan Masyarakat Polres Indramayu).

Kepolisian Resor (Polres) Indramayu merupakan salah satu dari 22 satuan kewilayahan yang bernaung di wilayah hukum Kepolisian daerah (Polda) Jawa Barat. Banyaknya pemberitaan yang negatif menjadikan Sie Humas Polres Indramayu terus melakukan upaya pengelolaan *cyber public relations* yang baik untuk meningkatkan citra Polres Indramayu dimata publik. Pengelolaan *cyber public relations* tersebut melalui website dan media sosial yang dimiliki dengan membagikan informasi mengenai kegiatan-kegiatan kepolisian juga informasi yang dibutuhkan publik yang akurat, aktual dan dapat dipertanggungjawabkan.

Penelitian ini bertujuan untuk mendeskripsikan pengelolaan *cyber public relations* melalui konsep *the circular model of SoMe for social communication* di Polres Indramayu, meliputi membagikan (*share*), mengoptimalkan (*optimize*), mengelola (*manage*) dan melibatkan (*engage)* dalam upaya memberikan pemberitaan yang baik untuk publik sehingga dapat meningkatkan citra Polres Indramayu.

Konsep pada penelitian ini menggunakan konsep *The Circullar Model of SoMe for Social Communication* dari Regina Luttrell dengan paradigma konstruktivisme, dengan pendekatan kualitatif, metode penelitian deskriptif kualitatif serta pengumpulan data melalui wawancara mendalam, observasi parsipatori pasif dan dokumentasi.

Hasil penelitian menunjukkan bahwa pengelolaan *Cyber Public Relations* yang dilakukan humas Polres Indramayu untuk meningkatkan citra Polres Indramayu melalui empat tahap. 1) tahap *share* (membagikan) meliputi meningkatkan partisipasi publik dan menentukan media sosial, saling terhubung dengan publik dan membangun kepercayaan publik (*build trust*) melalui konten yang dibagikan, 2) tahap *optimize* (mengoptimalkan) meliputi *media screening* dan meningkatkan efetivitas kerjasama dengan kelompok kerja (Pokja), 3) tahap *manage* (mengelola) meliput melakukan media monitoring dalam penyebarluasan konten, memberikan respon cepat (*quick responses*) dan memanfaatkan fitur *live streaming* di media sosial, dan 4) tahap *engage* (melibatkan) meliputi menjalin hubungan dengan *influencer*, mengetahui keberadaan audiens dan mengadakan kegiatan bersama dengan publik.

Kata Kunci:

Cyber Public Relations, The Circular Model of SoMe, Website, Media Sosial, Citra

ABSTRACT

Laela Anjelina, *Management Cyber Public Relations in Improving the Image of the Indramayu Resort Police (Polres) (Descriptive Analysis on the Tribratanewspolresindramayu.com Website and Social Media Section of the Indramayu Police Public Relations Section).*

The Indramayu Resort Police (Polres) is one of 22 regional units under the jurisdiction of the West Java Regional Police (Polda). The amount of negative news makes Sie Humas Indramayu Police continue to make efforts to manage cyber public relations well to improve the image of the Indramayu Police in the eyes of the public. The management of cyber public relations is through the website and social media owned by sharing information about police activities as well as information needed by the public that is accurate, actual and can be accounted for.

This study aims to describe the management of cyber public relations through the concept of SoMe for social communication at the Indramayu Police, including sharing,, optimizing and managing engaging in an effort to provide good news for the public so as to improve the image of the Indramayu Police.

The concept in this study uses the concept of The Circular Model of SoMe for Social Communication from Regina Luttrell with a constructivism paradigm, with a qualitative approach, qualitative descriptive research methods and data collection through in-depth interviews, passive participatory observation and documentation.

The results showed that the management of Cyber Public Relations carried out by the Public Relations of the Indramayu Police was to improve the image of the Indramayu Police through four stages. 1) the share stage includes increasing public participation and determining social media, connecting with the public and building public trust (build trust) through shared content, 2) the optimizing stage including media screening and increasing the effectiveness of collaboration with work groups (Pokja), 3) the stage of managing (Manage) which includes monitoring media in disseminating content, providing quick responses (quick responses) and utilizing live streaming on social media, and 4) engaging (engaging)includes establishing relationships with influencers, knowing the existence of audience and hold joint activities with the public.

Keywords:

Cyber Public Relations, The Circular Model of SoMe, Website, Social Media, Image.