

ABSTRAK

Tuntutan transformasi digital dalam institusi publik, khususnya Polri, yang mendorong setiap lembaga untuk beradaptasi dengan perkembangan teknologi komunikasi modern. Polda Sumatera Utara sebagai representasi Polri di daerah telah memanfaatkan media sosial seperti Instagram, Facebook, Twitter, dan YouTube sebagai sarana komunikasi publik dan pelayanan informasi kepada masyarakat. Namun, efektivitas strategi tersebut dalam meningkatkan kualitas pelayanan publik masih perlu dikaji secara komprehensif.

Penelitian ini menggunakan pendekatan deskriptif kualitatif, dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi Polda Sumatera Utara dalam pemanfaatan media sosial telah dirumuskan dengan baik secara kebijakan, namun belum sepenuhnya efektif dalam implementasi operasional.

Fungsi media sosial masih dominan sebagai media publikasi kegiatan, belum maksimal sebagai kanal pelayanan publik interaktif. Waktu tanggapan terhadap pesan publik rata-rata mencapai 4–18 jam, dan sebagian besar tanggapan bersifat generik. Faktor penghambat utama adalah keterbatasan sumber daya manusia, belum adanya integrasi sistem antara media sosial dengan SPKT, serta kurangnya pelatihan komunikasi empatik digital. Kesimpulan penelitian ini menunjukkan bahwa strategi digital Polda Sumut telah meningkatkan visibilitas dan transparansi informasi publik, namun efektivitasnya dalam meningkatkan kualitas pelayanan masih terbatas.

Kata kunci: strategi komunikasi, media sosial, pelayanan publik, kepolisian

ABSTRACT

The requirement for public institutions, particularly the police, to transform digitally is driving them to adapt to the modern technological advancements in the field of criminal investigation. The Police of North Sumatra have strategically leveraged social media platforms such as Instagram, Facebook, Twitter, and YouTube as effective tools to enhance public relations and provide timely information to the community. Nevertheless, the effectiveness of the aforementioned strategy in enhancing public service quality requires further comprehensive research.

The present study employed a qualitative descriptive approach, utilising in-depth interviews, observational studies, and document analysis as techniques for data collection. The findings of the study indicate that the strategy employed by the North Sumatra Police in leveraging social media has been formulated with clarity and precision. However, its implementation in operational contexts remains to be fully optimised.

The function of social media is still predominantly that of a medium for the dissemination of events, rather than as an effective interactive channel for public service. The mean time response to public messages was between four and eighteen hours, with the majority of responses being generic. The primary factors hindering progress are as follows: insufficient resources, a lack of integration between social media and SPKT, and a paucity of digital emotional intelligence training. The findings of this study indicate that the digital strategy employed by POLDA Sumut has led to an enhancement in the visibility and transparency of public information. However, the efficacy of this strategy in enhancing public service delivery remains to be ascertained.

Keywords: *communication strategy, social media, public service, police*