

**NAGAN RAYA DISTRICT ATTORNEY'S OFFICE
COMMUNICATION STRATEGY IN BUILDING A COMMUNITY
IMAGE THROUGH SOCIAL MEDIA**

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Abstract

The existence of social media cannot be separated from everyday life because it has become part of human life, both personal and agency, both private and government. They are competing to make information technology using various types of social media because social media has extraordinary benefits. is a great opportunity for the Nagan Raya District Attorney who presents the people. The Nagan Raya District Attorney can get closer to the people through social media, both to socialize activities, absorb information and aspirations, as well as communicate exclusively to find out the people's wishes. Related to that, conduct a study with the title of the Nagan Raya Public Prosecutor's Communication Strategy in Building the Image of the Community Through Social Media. The purpose of this study is to find out how the strategies and steps have been taken by the Nagan Raya District Attorney in building an image of the community through social media. So far public perception of the prosecutor's office well. This study uses a qualitative descriptive method of in-depth data collection from interviews with several informants, field observations and studies of documents related to objects that are used as references for the Nagan Raya District Attorney as part of the Regional Government in the use of social media to build a positive image of society. The results showed that the use of social media as a tool to increase the positive image of the Nagan Raya District Attorney was quite good.

Keywords: *Social Media, Image, Prosecutor's Office, Strategy*

1. INTRODUCTION

In Indonesia, the development of information technology through social media is both a source of pride and concern. The number of social media users in Indonesia is soaring. Internet users in Indonesia reached 63 million in 2012 (Bugiardo, 2015), an increase of 300 percent over the preceding five years. This condition is bolstered by the presence of 29 million people who access the internet via mobile device, a sign of their users' proficiency in using the language. In April 2012, the Ministry of Communication and Informatics reported that the number of social network users in Indonesia was also very large. There are at least 44.6 million Facebook and Facebook users in Indonesia, and as many as 19.5 million Twitter users (Hikmat, 2018).

According to the e-Marketer market research institute, the country's population of netters reached 83.7 million in 2014. Indonesia is the sixth largest country in terms of population, according to the number of people who access the internet at least once per month of internet users. In 2017, e-Marketer predicts that the number of internet users in Indonesia will reach 112 million, surpassing Japan, where the number of internet users is

increasing at a slower rate. In 2015, the total number of Internet users worldwide will reach 3 billion. Three years later, in 2018, it's estimated that as many as 3.6 billion people will use the internet at least once per month (Romadhoni, 2018).

With the increasing rapidity of information technology's use of social media, one of which can create a positive image for institutions in the eyes of the public (Saputra, 2021), the existence of social media is crucial for institutions, agencies, and businesses because it can spread a positive image in the eyes of the public, as the Nagan Raya District Attorney did.

The Nagan Raya District Attorney is an institution of the state that exercises state authority, particularly in the area of prosecution. As an authorized body in law enforcement and justice, the public prosecutor's office is directed by the attorney general, who is accountable to the president and is elected by the people (Husaini & Askar, 2020).

Current public perceptions of the Prosecutor's Office are diverse. Comprise both positive and negative perceptions. According to popular belief, the District Attorney of Nagan Raya is quite competent. Due to the local community's lack of familiarity with the law enforcement agency at the state attorney general's office, the public frequently mistakes the prosecutor's office for the police agency.

Attorney General Burhanuddin issued Attorney General's Instruction No. 1 of 2021 regarding Publication of performance and positive news about all Prosecutors' Agencies in the Mass Media and Social Media.

In this instance, the planning strategy or tactics, as well as the means to build the desired image for the Nagan Raya District Attorney, consist primarily of publications and media outlets selected by the respondents. The District Attorney of Nagan Raya possesses a very comprehensive collection of media. beginning with Facebook, Instagram, YouTube, and other websites.

The Nagan Raya District Attorney's Office has carried out several online or exclusive programs in order to build services to the community through social media pages, as well as displaying activities from the attorney general's office ranging from legal counseling programs. District Attorney of Nagan Raya's use of social media thus far has been exemplary.

Examining and analyzing in greater depth the communication strategies employed by the District Attorney of Nagan Raya is an important objective of this study. This study's findings will outline the strategic measures taken by the Public Prosecutor's Office to cultivate a positive reputation.

2. THEORETICAL BASIS

2.1. Communication Strategy

Middleton suggests that "communication strategy" is the optimal combination of all communication elements, beginning with the communicator, the message, the media, and the message recipient, in order to achieve the desired effect and achieve optimal communication (Adawiyah & Arif, 2021). According to the Onong Uchjana Efendi of the book Dimensions of Communication, strategy communication is a guide from planning communication and management to reach a specific goal. For achieving a specific objective,

strategy communication must demonstrate how to operate tactically, in the sense that the approach taken at any given time depends on the prevailing circumstances (Putra, 2020).

Liliweri argues, communication strategies are:

- 1) Strategies that articulate, explain and promote a vision of communication and the unification of communication goals in a good formulation.
- 2) Strategies to create consistent communication, communication based on one decision from several communication options. Different strategies from tactics, communication strategies tend to explain the stages in a series of communication activities. Not only to inform, but also to educate through messages conveyed so that people can judge good or bad or whether the message is needed.
- 3) Disseminate Information (Informing), so that communication is more effective, the strategy has the aim of disseminating information specifically in accordance with the targets or targets of the communicant that have been determined.
- 4) Supporting Decision Making, the strategy here is defined to make someone dare to make a decision from the series of information they get (Adli, 2016).

The communication strategy is considered successful if its implementation is in accordance with the plan and the goals desired by the communicator are achieved. The objectives of the communication strategy according to Pace and Faules are as follows;

- a. To secure understanding, to ensure that there is an understanding in communication.
- b. To establish acceptance, how does the acceptance continue to be fostered.
- c. To motive action, activation for motivation
- d. The goal which the communicator sought to achieve, how to achieve the goal to be achieved by the communicator from the communication process.

2.2. Image

Image is a very important to a business or agency in order to create a transformation of an image using specific techniques. According to (Agustine & Prasetyawati, 2020), an image is a collection of a person's beliefs, ideas, and impressions regarding an object.

According to Bill Canton in (Lestari, 2021), image is the impression of an image, object, or organization that influences public opinion in order to establish a positive reputation for the business. Katz defines image in (Rahadhini, 2010) as a person's perception of a company, a person, a committee, or an activity.

Based on the various definitions provided by the aforementioned experts, an image is an impression, a picture, and something that a person feels based on the knowledge and experience he has acquired, as well as an object that appears spontaneously or is deliberately formed by a person or company (Putri, 2019).

According to Ishaq in (Puspita, 2019), several factors can contribute to the formation of an image, including identity, organizational management, prevalent communication patterns, and products. Meanwhile, Frank Jefkins highlight that the image consists of the following parts: Mirror Image, Current Image, Wish Image, Corporate Image, Compound Image (Putri, 2019).

2.3. Social Media

In today's modern era social media is very important as a very effective communication tool. Social media is an online media that has many benefits and advantages for business and

promotion. At this time the Nagan Raya District Attorney's Office uses social media, including Websites, YouTube, Facebook and Instagram.

The rapid growth and development of social media is supported by the development of Broadband technology and faster connectivity with great potential for the world of communication and marketing (Kristiyono, 2015), which as follows:

- 1) Can provide information faster with social media. Social media is able to reach anyone who uses it, regardless of whether it's potential customers or other businesses that need business services or products.
- 2) Help find new customers and expand the target market.
- 3) Can increase Brand awareness and promotion with minimal costs.
- 4) Social media is a place to find out in more detail and detail about consumers, such as the language they use and their age range, so that we can provide accurate information.
- 5) The existence of social media can help search for target consumers more effectively by utilizing the features available on these social media.
- 6) Make it easy for consumers to give feedback directly by giving suggestions or criticism, by including comments and likes.

3. RESEARCH METHOD

In this research, the researcher employs a qualitative descriptive method to describe the problems that will be investigated. The objective of qualitative descriptive method is to analyze, describe, and draw conclusions regarding a variety of conditions. Interviews and knowledge of the problems studied in the field were used to collect various data. The conducted interviews consisted of conversations and specific questions. The conversation in question was conducted by two parties, namely the interviewer who posed the question and the resource individual who provided the answer.

This research generates descriptive data in the form of written or spoken words and observed behavior from individuals. The data collected in the field consist of words and behaviors, sentences, schemes, and images with human and natural backgrounds as the instrument. The data is then used to explain and describe the problems under investigation. This study utilized both primary and secondary sources for information and data collection. Primary data consists of information collected directly by researchers at the site. Secondary data, on the other hand, are gathered through a literature review by reading, comprehending, and citing theories from a variety of books, journals, or scientific works.

This research will use a purposeful technique to determine informants, namely the technique of determining informants based on specific criteria or considerations carried out for the purpose of enhancing the community's image.



Figure 1 Interview with the Nagan Raya District Prosecutor's Office

4. RESULT AND DISCUSSION

Socializing the Prosecutor's Office Through social media is one of the methods used by the Nagan Raya District Attorney to build a positive image, specifically the dissemination of information and publication of information to the public via social media such as;

4.1. Website

The Nagan Raya District Attorney's Website account displays the profile of the Nagan Raya District Attorney's Office, contains the latest news, updates regarding the wanted list (also referred to as DPO), trial information, and public complaints through a website that can be accessed online by the public so as to facilitate the public's access to prosecutor's office-related information.



Source: Prosecutor's Website Screenshot
Figure 2 Prosecutor's Website Account

4.2. Youtube

The Prosecutor's Office Youtube account is used to provide positive information from the Prosecutor's Office in the form of internal videos, including those related to Corruption-Free Area (hereinafter referred to as WBK) or also known as Clean and Serving Bureaucracy Area (hereinafter referred to as WBBM) planning, and important events that can be accessed by the public.



Source: Prosecutors' Youtube Screenshot
Figure 3 Prosecutors' Youtube Account

4.3. Instagram

The Instagram account of the Nagan Raya Prosecutor provides information about the daily activities of the Attorney General's Office, reposts news about the Indonesian Attorney General's Office and the Aceh Attorney General's Office, shares news with the general public, and provides information about the duties and responsibilities of the Nagan Raya Attorney's Office in building community services.



Source: Prosecutor's Instagram Screenshot
Figure 4 Prosecutor's Instagram account

4.4. Facebook

Similarly, the Instagram account Facebook account is used to provide information on daily activities, provide news to the general public, and provide information related to the duties and functions of the Nagan Raya Attorney's Office in building public services.



Source: Prosecutor's Facebook Screenshot
Figure 5 Prosecutor's Facebook account

Conduct activities or programs that are directly related to and impact the community, such as the Prosecutor Greet and Prosecutors enter school (JMS), namely counseling and legal introduction activities carried out by the Nagan Raya District Attorney to the public via social media in order to educate, introduce, and serve as a forum for legal consultation. Community satisfaction surveys either in-person at the Nagan Raya District Attorney's Office or online that can be accessed on the Nagan Raya District Attorney's Website are then

used to determine the level of performance satisfaction of the Nagan Raya District Attorney in the eyes of the public and as a means of constructing a positive image for the Nagan Raya District Attorney's Office.

Presenting the Nagan Raya District Attorney's activities, such as restorative justice (RJ), to the public is part of the current Nagan Raya Attorney's communication strategy for constructing a positive image via social media. Restorative justice is an approach that aims to reduce crime by holding meetings between the victim and the accused, and occasionally also involving members of the public. featuring prosecutors building cooperation with Nagan Raya government agencies or signing an MOU

Using an alternative model of disseminating Hugh Rank persuasion information that further strengthens the involvement of the main components, intensively exposing ideas, events, activities, or substances that are of good value and advantages (side positive) that exist in the Nagan Raya District Attorney's Office, and playing, disguising, or downplaying negative aspects.

5. CONCLUSION

Based on the results of the preceding discussion, the researcher can conclude that the Nagan Raya District Attorney's strategy for building an image of the community through social media consists of an outreach and legal introduction activity conducted to the public via social media platforms such as websites, Instagram, Facebook, and YouTube in order to educate, introduce, and serve as a forum for legal consultation.

It can be said that the study of the Nagan Raya District Attorney's Communication strategy for building a positive image of the prosecutor's office in the community through social media was effective.

The public satisfaction survey, either directly at the Nagan Raya District Attorney's Office or online which can be accessed through the prosecutor's social media page, exposes ideas, events, activities, or substance of information that is of good value and advantages (positive side) in the Nagan Raya State Attorney's Office and plays, disguises, or downplays negative aspects and the communication strategy of the Nagan Raya district attorney in building an image through social media at this time is by means of displaying the activities of the Nagan Raya District Attorney's Office in the eyes of the public, one of which is the prosecutor's program such as the Prosecutor enters the school (JMS), and Restorative justice (RJ).

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