

**SOCIAL MEDIA ANALYSIS OF THE PUBLIC RELATIONS
DIVISION OF THE INDONESIAN NATIONAL POLICE
IN THE KETUPAT OPERATION 2024
USING INTELLIGENCE SOCIO ANALYTIC (ISA)**

Wobsi Prawira S.^{1*}, Surya Nita², Yopik Gani³

^{1,2} Police Science Study Program, School of Strategic and Global Studies,
Universitas Indonesia, Depok, Indonesia

³ Police Science Studies, Jakarta, Indonesia

E-mail: ¹⁾ wobsyprawiras21@gmail.com, ²⁾ suryanita.sksgui@gmail.com,
³⁾ yopikgadi@gmail.com

Abstract

The rapid development of information and communication technology in the digital era has significantly impacted public communication, especially through the use of social media by the Public Relations Division of the Indonesian National Police (Divhumas Polri). This study aims to analyze the effectiveness of the Intelligence Socio Analytic (ISA) used by Divhumas Polri during the 2024 Ketupat Operation in monitoring and understanding public sentiment across various social media platforms. The methodology employed is qualitative descriptive, using secondary data analysis from daily ISA reports. The findings indicate that Polri's communication strategy through social media effectively increased public positive sentiment, although challenges such as misinformation and traffic congestion still influenced some negative public perceptions. In conclusion, ISA's application by Divhumas Polri proved effective in managing public communication and maintaining societal opinion stability during the Ketupat Operation period.

Keywords: *Public Communication, Divhumas Polri, Intelligence Socio Analytic, Ketupat Operation, Public Sentiment Analysis*

1. INTRODUCTION

The rapid growth of information and communication technology in Indonesia is hard to miss, especially when you look at how much social media has become a part of everyday life for so many people (Wardhanita & Herlina, 2021). Social media has evolved into a crucial communication tool, allowing folks not just to share personal stories but also to engage in discussions about public policies. This shift has really changed how the government interacts with the public, creating a more interactive and transparent dialogue through social media platforms (Williams et al., 2018). Recognizing this change, institutions like the Indonesian National Police (Polri) have started to see social media as a valuable way to boost engagement and improve transparency in how they communicate their policies and actions to the public.

Tiani and Setyanto (2024) point out that social media, especially platforms like Instagram, holds great potential for Polri to build a positive reputation among the public. The interactions that happen on social media can foster an emotional connection between Polri and the community, making people feel more in touch with the police force thanks to quicker and easier access to information. By using relevant and responsive communication strategies, Polri can shape its image as a proactive and open institution that welcomes public feedback and can address current issues head-on.

Social media also gives institutions like Polri the power to share important information in a flash. The Public Relations Division of Polri uses various platforms like Instagram, Twitter, and Facebook to communicate directly with the public, providing accurate and real-time updates on everything from traffic conditions to public safety alerts (Yudananto & Damastuti, 2023). When quick responses are needed—like during traffic safety announcements or emergencies—social media plays a key role in getting that information out to the public. This approach helps people access vital information more easily and understand the steps the government is taking to maintain security and order (Susilo, 2023).

Wardhania and Herlina (2021) highlight that Instagram, particularly the NTMC Polri account, is super effective in delivering traffic information to social media users. This effectiveness becomes even more crucial during busy times, like the Eid al-Fitr homecoming season (Susilo, 2023). The social media account quickly shares the information the public needs, helping them plan their trips better and avoid congested areas or other risks (Susilo, 2023). This smart use of social media indirectly helps Polri maintain public order and security more effectively, as the information shared can guide people in making informed decisions during the busy homecoming period.

Moreover, social media has a significant impact on shaping public perceptions of government policies and actions, including those of the police. By communicating through social media, Polri can provide insights into the policies they implement and respond directly to public feedback or complaints (Ralph et al., 2024). By using social media wisely, Polri can build a positive image, strengthening the trust between the government and the public while fostering more open and transparent interactions. This aligns with Wood's research, which found that strategies like the "meme strategy" used by police in various countries successfully engage the public with light-hearted messages that still convey serious content (Wood, 2020). This approach could inspire the Polri Public Relations Division to connect with the public through relevant and easily digestible content, ultimately creating a closer and more effective communication channel between the police and the community (Wood, 2020).

While social media offers numerous benefits, managing information in the digital age also brings significant challenges for Polri, especially when it comes to tackling hoaxes and misinformation that can spread quickly. False or misleading information can create public concern, confusion, and distrust, which could harm the police's reputation if not addressed promptly (Haryoko et al., 2023). To tackle these challenges, the Polri Public Relations Division plays a crucial role in verifying and clarifying incorrect information, ensuring that the public receives accurate and trustworthy updates (Pratama et al., 2017). This aligns with Williams et al.'s findings, which emphasize that social media is vital for building the public agenda through interactive communication, helping the police strengthen community policing practices (Williams et al., 2018). With this approach, the public is expected not only to receive accurate information but also to gain a deeper understanding of the policies and actions taken by the police to maintain public safety and order.

The Polri Public Relations Division also needs to keep an eye on public sentiment on social media to gauge how the community reacts to implemented policies, especially during the Ketupat Operation. By monitoring these sentiments, Polri can see how public perceptions evolve in real-time, whether the responses are positive or negative, regarding every action taken. This insight not only helps understand public acceptance of certain

policies but also aids in identifying potential sensitive issues that may need addressing before they escalate (Pratama et al., 2017). With this understanding, the Public Relations Division can craft more responsive communication strategies, quickly adapting to shifts in public opinion and addressing community concerns, thereby enhancing public trust. Proactive responses from Polri will bolster the legitimacy of their policies and create a stronger bond between Polri and the public (Beshears et al., 2019).

Effective and timely information management is also crucial when dealing with sensitive issues or crises that could damage the police's image. In crisis situations, slow responses or inaccurate information can worsen conditions and erode public trust in Polri. Therefore, Polri needs proactive and well-planned communication policies to handle these issues, including countering hoaxes or misinformation that could exacerbate the situation (Beshears et al., 2019). With a strategic and responsive communication approach, the Polri Public Relations Division can mitigate potential negative impacts, maintain a positive institutional image, and strengthen the relationship between Polri and the public amid the fast-paced challenges of the digital era (Juwita, 2023).

During the Eid homecoming period, Polri conducts the Ketupat Operation, an annual program designed to ensure security and order amid high public mobility in Indonesia. This program has complex objectives, ranging from ensuring smooth traffic flow to reducing traffic accidents and preventing potential criminal activities during the holiday season (Susilo, 2023; Juwita, 2023). The Ketupat Operation involves extensive security measures, from monitoring traffic on major roads to enhancing security at public facilities like stations, terminals, and toll roads. Additionally, Polri collaborates with local governments and other relevant agencies to implement the operation, providing a sense of security for those returning to their hometowns (Susilo, 2023; Juwita, 2023).

Beyond physical security, the Polri Public Relations Division (Divhumas) has an equally important role in delivering accurate and real-time information to the public about the developments of the Ketupat Operation. Through various social media platforms and other communication channels, Divhumas Polri provides the latest updates on traffic conditions, congestion-prone areas, and guidelines for travelers to ensure safe journeys. By delivering timely and accurate information, Divhumas helps the public plan their trips, avoid high-risk areas, and maximize the overall smoothness of the homecoming flow (Susilo, 2023). This timely information is key to ensuring that the public has access to credible updates during the operation, creating a sense of safety and trust in the police's performance (Susilo, 2023; Juwita, 2023).

More than just sharing information, Divhumas Polri's role in the Ketupat Operation also includes efforts to maintain stability and security through effective communication. By crafting messages that are easy to understand, engaging, and targeted, Divhumas aims to educate the public about the security measures Polri has implemented. Additionally, by encouraging the public to actively participate in creating a safe and orderly atmosphere during the homecoming period, Divhumas strengthens the community's role in supporting public security (Susilo, 2023; Juwita, 2023). Through open and responsive communication, Divhumas Polri can build a closer relationship with the public, fostering a strong sense of trust and support for Polri's duties during the Ketupat Operation. Transparency in communication not only helps the public understand the policies Polri has enacted but also assists the institution in maintaining a positive image and managing public perceptions more effectively.

The use of modern technology is also a key component of the Ketupat Operation, particularly through advanced tools like Intelligence Socio Analytic (ISA). ISA is a big data-based application that gives Polri the ability to monitor, analyze, and understand public sentiment on social media in real-time. With the support of artificial intelligence and semantic processing technology, ISA can identify emerging issues, grasp public emotions, and measure sentiment regarding various policies or actions taken by Polri. This provides valuable insights, allowing Polri to respond to public opinion more promptly and effectively. With ISA, Polri can gather comprehensive data on public perceptions, including positive, neutral, and negative responses, which can ultimately serve as a basis for assessing the effectiveness of communication strategies and determining necessary adjustments.

The main advantage of ISA lies in its ability to present in-depth analyses involving various dimensions of public perception. By analyzing trending topics, public emotions expressed, and contributions from influential social media accounts, ISA enables Polri to measure the impact of every message or policy conveyed to the public more accurately. This technology helps Polri recognize areas that require special attention, especially on sensitive issues or situations that could potentially become crises. With quick and accurate responses, Polri can maintain social stability and prevent the escalation of public dissatisfaction. In the context of the Ketupat Operation, ISA plays a crucial role for Divhumas Polri in effectively and proactively monitoring public opinion, helping to maintain good relations with the community and creating a sense of safety amid intense homecoming activities (Pratama et al., 2017).

Research on sentiment analysis in social media has shown great potential in various contexts worldwide, both in Indonesia and other countries. In Indonesia, sentiment analysis methods have been used in various contexts to measure public perceptions of government policies and hot social issues. The approaches used in sentiment analysis vary, ranging from natural language processing (NLP)-based algorithms to text mining techniques such as TF-IDF and machine learning, which serve to extract sentiment patterns from texts circulating on social media (Pratama et al., 2017). These studies demonstrate that sentiment analysis is not just a tool for understanding public opinion but also provides significant insights into how society responds to specific actions or policies issued by the government or public institutions (Hondro, 2023).

The use of social media analysis in the public sector has become an important part of enhancing public communication effectiveness, enabling agencies to be more responsive to emerging issues and understand public perceptions. For example, a study conducted by Jibril et al. (2017) in Nigeria revealed that Social Media Intelligence (SOCMINT) allows for real-time intelligence gathering, which plays a crucial role in identifying potential threats and maintaining national security stability. SOCMINT is used as a tool to observe interaction patterns on social media, facilitating the identification of terrorist group members, their motivations, and the operational strategies they employ. In this study, SOCMINT functions to cut off access to funding sources and terrorist recruitment through monitoring platforms such as YouTube and Twitter. Thus, SOCMINT is not only an analytical tool but also a proactive means of designing responses to terrorism threats (Jibril et al., 2017).

In Indonesia, the implementation of Cyber Public Relations (Cyber PR) in public institutions, such as Polri, has successfully increased transparency and public participation. Research by Ganiem and Agustina (2023) explored the use of Instagram by

RS Koja to communicate with the public. In this study, it was found that Instagram was utilized by RS Koja to convey information about health education, service promotions, and social programs. Through quantitative and qualitative approaches, this research also showed that although various efforts were made, public engagement still needs to be optimized, as interactions in the form of "likes" and comments varied significantly across posts. The researchers suggested that RS Koja could maximize interaction with the public through more innovative approaches on social media to create more effective two-way communication (Ganiem & Agustina, 2023).

In the context of policing, Ginting (2021) documented the role of Instagram in enhancing the image of Polsek Delitua as an effective communication tool. In his research, he showed that social media, particularly Instagram, was used by Polsek Delitua as a channel to provide information to the public regarding police activities, such as patrols and public services, as well as a platform to accommodate public complaints. This research proves that the use of social media has a positive impact on building the police's image, with public responses generally positive towards the information published on the Polsek Delitua Instagram account (Ganiem & Agustina, 2023).

Abroad, research on sentiment analysis has also rapidly developed, especially in its application to support public communication and law enforcement activities. Countries such as the United States and the United Kingdom, for example, have utilized sentiment analysis technology to measure public perceptions regarding police policies and in responding to emergencies. Sentiment analysis helps police in these countries capture public opinion in real-time, allowing them to be more proactive in addressing public needs and concerns. This not only strengthens the relationship between the police and the public but also enhances effectiveness in maintaining social order and responding to emerging issues more promptly (Walsh & O'Connor, 2019; Pratama et al., 2017).

The benefits of sentiment analysis in police communication strategies are substantial. With a deeper understanding of public sentiment, both Polri and other police institutions can craft messages that are more relevant, targeted, and aligned with public expectations. In Indonesia, the use of sentiment analysis through social media has proven effective in identifying issues of public concern, enabling the police to provide quick and appropriate responses to reduce the potential for conflicts or misunderstandings that may arise. This supports Polri's efforts to strengthen relationships with the public and enhance transparency in every policy taken. Thus, sentiment analysis is not only a tool for gauging public opinion but also a means to build public trust and support the creation of better social stability (Yudhokusuma et al., 2022).

The relevance of this research is not limited to understanding public perceptions but also to efforts to strengthen Polri's public communication strategies. Through ISA, Polri can enhance its relationship with the public, as this application helps the Public Relations Division measure the effectiveness of their communication and identify areas needing improvement. Thus, the use of ISA can provide long-term benefits for Polri in maintaining security stability during major operations and creating a conducive environment for the public during homecoming travel (Wardhanita & Herlina, 2021).

Furthermore, this research is expected to contribute to the scientific literature related to public communication in the context of policing, particularly regarding the use of digital technology in understanding and responding to public sentiment. By analyzing the effectiveness of ISA in the context of the Ketupat Operation, this research offers new

insights for Polri in developing more responsive and adaptive communication policies to meet community needs.

This study aims to analyze the role of Intelligence Socio Analytic (ISA) in assisting the Polri Public Relations Division in understanding public sentiment and identifying dominant opinion patterns during the Ketupat Operation. With ISA, the Polri Public Relations Division can monitor various issues developing in the community more deeply, enabling them to respond to public opinion more effectively. ISA is expected to assist the Public Relations Division in determining the most appropriate communication steps to maintain public opinion stability during critical periods such as the Eid homecoming.

Additionally, this study seeks to assess the effectiveness of Polri's use of social media as a public communication tool and to maintain a positive institutional image. The use of social media by Polri, especially by the Public Relations Division, is not only aimed at disseminating information but also at creating positive engagement with the public and building an image as an open and responsive institution (Williams et al., 2018). Through this research, it is hoped that the optimal utilization of social media can be identified to strengthen the relationship between Polri and the public and support the police's efforts in maintaining public order and security.

2. LITERATURE REVIEW

2.1. Introduction to social media in Police-Public Communication

In recent years, social media has completely changed how we communicate with the public, becoming a vital tool for government institutions, including law enforcement agencies like the Indonesian National Police (Polri). The rise of information and communication technologies (ICT) has shifted the way authorities connect with the public, moving away from traditional, one-way communication to more interactive and real-time exchanges. Platforms like Instagram, Twitter, and Facebook are now essential not just for sharing information but also for engaging citizens in conversations, addressing their concerns, and shaping public opinion (Wardhanita & Herlina, 2021).

Social media, especially visual platforms like Instagram, plays a crucial role in meeting the public's information needs. Wardhanita and Herlina (2021) point out a strong correlation (0.774) between social media engagement and information satisfaction, particularly in situations where trust in government institutions and law enforcement is key. When law enforcement agencies interact with the public through these platforms, it helps build transparency, which is vital for fostering trust. This is especially important since public perception is often influenced by media portrayals, both good and bad. In this way, social media acts as a tool to counter misinformation and provides a direct, unfiltered line of communication between the police and citizens.

Fielding (2021) emphasizes that social media is not just a tool for engagement; it's a core part of a modern communication strategy. It allows government bodies to reach a wider, more diverse audience, particularly younger generations who are increasingly turning away from traditional media like TV and print. By using platforms like Instagram, Twitter, and TikTok, Polri can connect with a demographic that might otherwise ignore conventional public relations efforts. This is especially significant given the growing distrust and skepticism towards institutional authority. Homburg and Moody (2021) argue that social media enables law enforcement agencies to improve their public image by presenting themselves as more transparent, approachable, and responsive.

The strategic use of social media has proven especially valuable in law enforcement operations. During Operasi Ketupat 2024, the Public Relations Division (DivHumas) of Polri used social media not only to provide updates on the operation but also to engage with the public, answering questions and addressing concerns. This real-time communication is crucial for maintaining public confidence and ensuring that citizens are informed about the authorities' actions, which helps reduce panic and uncertainty. By actively managing its social media presence, Polri can boost its credibility and combat the spread of misinformation during high-profile operations like Operasi Ketupat.

Moreover, social media's role in law enforcement goes beyond just sharing information; it's also about building trust and improving community-police relations. As Homburg and Moody (2021) highlight, using social media strategically can help bridge the gap between law enforcement agencies and the communities they serve. This is particularly important during crises or heightened security measures, like during major holiday operations such as Operasi Ketupat. Through platforms like Instagram, Polri can keep the public informed while also showing its commitment to transparency, accountability, and community engagement—key elements for fostering long-term trust between law enforcement and citizens.

The role of social media in law enforcement goes beyond just disseminating information; it can significantly impact how the public perceives the police and their trust in the justice system. By using social media platforms effectively, law enforcement agencies have an opportunity to build a more transparent and accountable image. Polda Metro Jaya, for example, has leveraged platforms like Instagram to engage with the public. Through real-time updates, live broadcasts, and interactive posts, the police can present a more approachable and accountable image, which is critical for fostering public trust.

This transparency is especially important when law enforcement agencies face criticism or negative portrayals in the media. Through consistent and transparent communication, law enforcement can manage public expectations and reassure citizens that their concerns are being addressed (Rihhadatul & Yoedtadi, 2022). Furthermore, strategic social media use allows the police to share not only positive developments but also challenges, showcasing a commitment to public safety and law enforcement integrity.

The opportunity to engage in direct communication with citizens is another advantage of social media. Unlike traditional communication channels, which often involve a delay in responses, social media allows for immediate interactions. This can improve the public's perception of the police, as citizens can ask questions, report issues, and receive responses in real-time. The immediacy and accessibility of social media platforms make it easier for law enforcement agencies to build rapport with the community, thereby fostering a more positive relationship.

2.2. Sentiment Analysis as a Tool for Understanding Public Perception

Sentiment analysis is a powerful tool that enables organizations, including law enforcement agencies like Polri, to gauge public sentiment regarding their actions and policies. This analytical method involves the use of natural language processing (NLP) techniques to classify opinions expressed in text as positive, negative, or neutral (Onyenwe et al., 2020). The significance of sentiment analysis lies in its ability to process

vast amounts of unstructured data generated on social media platforms, allowing for real-time insights into public opinion (Pethalakshmi, 2020).

Sentiment analysis, also known as opinion mining, is an advanced analytical technique that enables organizations, including law enforcement agencies like Polri, to gauge public sentiment regarding their actions, policies, and overall public perception. This method employs natural language processing (NLP) techniques to classify opinions expressed in text as positive, negative, or neutral (Onyenwe et al., 2020). The significance of sentiment analysis lies in its ability to process vast amounts of unstructured data generated on social media platforms, allowing for real-time insights into public opinion (Pethalakshmi, 2020).

The process of sentiment analysis typically involves several key steps:

1. **Data Collection:** The first step in sentiment analysis is gathering data from various sources, particularly social media platforms such as Twitter, Facebook, and Instagram. This data can include posts, comments, and user interactions that mention or relate to Polri's operations, especially during significant events like Operasi Ketupat 2024.
2. **Preprocessing:** Once the data is collected, it undergoes preprocessing to clean and prepare it for analysis. This step may involve removing irrelevant information, correcting spelling errors, and normalizing text (e.g., converting all text to lowercase). Additionally, techniques such as tokenization (breaking text into individual words or phrases) and stop-word removal (eliminating common words that do not contribute to sentiment) are applied.
3. **Sentiment Classification:** After preprocessing, the cleaned data is analyzed using various NLP algorithms and machine learning models. These models are trained to recognize patterns in the text that correspond to different sentiments. Common approaches include supervised learning, where models are trained on labeled datasets, and unsupervised learning, where algorithms identify sentiment patterns without prior labeling. Techniques such as support vector machines (SVM), logistic regression, and deep learning methods (e.g., recurrent neural networks) are often employed to classify sentiments accurately.
4. **Analysis and Interpretation:** Once the sentiment classification is complete, the results are aggregated and analyzed to identify trends and patterns in public sentiment. This analysis can reveal the overall sentiment towards Polri's actions, highlight specific areas of concern, and provide insights into how different demographics perceive the agency's initiatives.

In the context of Polri's operations during Operasi Ketupat 2024, sentiment analysis can be particularly beneficial. By analyzing social media posts, comments, and interactions, Polri can identify prevailing public sentiments towards their initiatives, assess community concerns, and adapt their communication strategies accordingly. For instance, if sentiment analysis reveals a predominance of negative sentiment regarding police actions, Polri can take proactive measures to address these concerns, thereby enhancing public trust and cooperation (Garcia & Berton, 2021).

Moreover, sentiment analysis can be employed to track changes in public perception over time, especially during significant events or crises. This temporal analysis can help Polri understand the effectiveness of their communication strategies and the impact of their operations on community sentiment. By leveraging sentiment analysis,

Polri can not only respond to public concerns but also engage in more effective community policing, fostering a collaborative relationship with the citizens they serve

2.3. Benefits of Sentiment Analysis for Polri

Sentiment analysis offers a range of significant benefits for law enforcement agencies like Polri, particularly in enhancing their operational effectiveness and fostering community engagement. In an era where public perception can significantly influence the success of policing efforts, understanding the sentiments expressed by citizens on social media and other platforms has become increasingly vital (Onyenwe et al., 2020). By employing sentiment analysis, Polri can gain real-time insights into public opinions, concerns, and expectations, allowing them to respond proactively to community needs (Garcia & Berton, 2021). This analytical approach not only aids in identifying trends and patterns in public sentiment but also empowers Polri to tailor their communication strategies and operational decisions accordingly (Pethalakshmi, 2020). As a result, sentiment analysis serves as a bridge between law enforcement and the community, facilitating a more transparent and responsive policing model (Huang et al., 2017). The following sections will explore the specific benefits that sentiment analysis provides to Polri, illustrating its critical role in modern law enforcement practices.

1. **Enhanced Decision-Making:** By providing real-time insights into public sentiment, sentiment analysis enables Polri to make informed decisions regarding their operations and communication strategies. Understanding public opinion can guide resource allocation, operational adjustments, and community engagement efforts. For instance, if sentiment analysis indicates a growing concern about public safety in a specific area, Polri can allocate more resources to that region to address the issue proactively (Onyenwe et al., 2020).
2. **Proactive Engagement:** Sentiment analysis allows Polri to identify potential issues before they escalate. By monitoring social media sentiment, Polri can proactively address negative perceptions or misinformation, fostering a more positive relationship with the community. This proactive approach not only mitigates the risk of public unrest but also demonstrates Polri's commitment to transparency and accountability (Garcia & Berton, 2021).
3. **Improved Community Relations:** Engaging with the community based on sentiment analysis findings can enhance trust and cooperation. When Polri demonstrates that they are listening to public concerns and responding appropriately, it can lead to stronger community ties and increased public support. This engagement is crucial for building a collaborative environment where citizens feel valued and heard, ultimately contributing to more effective policing (Pethalakshmi, 2020).
4. **Crisis Management:** During crises or significant events, sentiment analysis can provide critical insights into public reactions and concerns. This information can help Polri tailor their communication strategies to address specific issues, thereby improving public safety and community confidence. For example, during Operasi Ketupat 2024, understanding public sentiment can guide Polri in crafting messages that reassure the community and provide necessary information (Huang et al., 2017).
5. **Feedback Loop:** Sentiment analysis creates a feedback loop where Polri can continuously monitor public sentiment and adjust their strategies accordingly. This iterative process allows for ongoing improvement in communication and operational effectiveness. By regularly analyzing public sentiment, Polri can refine their

approaches to community engagement, ensuring that they remain responsive to the evolving needs and concerns of the public (Prabowo & Thelwall, 2009).

In summary, the integration of sentiment analysis into Polri's operational framework not only enhances decision-making and crisis management but also fosters a more engaged and trusting relationship with the community. By leveraging these insights, Polri can improve their overall effectiveness and public perception, ultimately contributing to a safer and more cooperative society.

3. RESEARCH METHODS

This research employs a qualitative descriptive method to analyze the effectiveness of the utilization of Intelligence Socio Analytic (ISA) by the Public Relations Division of the Indonesian National Police (Polri) during Operation Ketupat 2024. The analysis is conducted through secondary data obtained from daily reports generated by ISA, which monitors public sentiment across various social media platforms during the operation period.

3.1. Research Approach

The qualitative descriptive approach is chosen because this research aims to describe public sentiment and identify patterns and issues that arise on social media during Operation Ketupat 2024. This approach allows the researcher to explore public perceptions and the effectiveness of Polri's communication through the data provided by ISA.

3.2. Data Collection Tools and Techniques

The Intelligence Socio Analytic (ISA) application is used as the primary tool for collecting and analyzing public sentiment data. ISA is a Big Data-based application that employs semantic processing and artificial intelligence to monitor and analyze social media activity in real-time. The data analyzed by ISA includes various social media platforms, such as Facebook, Twitter, and Instagram, to understand public perceptions of Operation Ketupat 2024 and to identify important issues and related sentiments.

3.3. Data Analysis Process

The data analysis process is carried out in several stages as follows:

1. **Data Collection:** Data is collected from daily reports generated by ISA during the implementation of Operation Ketupat 2024. These daily reports cover the period from April 4 to April 16, 2024, and present an analysis of public sentiment categorized as positive, negative, or neutral, as well as identifying key issues that attract public attention.
2. **Sentiment and Issue Classification:** Each sentiment data point is classified into relevant categories—positive, neutral, or negative—to determine the dominant public perception. Additionally, the researcher groups the main issues that arise to analyze the factors influencing public opinion.
3. **Data Interpretation:** The classified data is interpreted to explain how Polri uses ISA to respond to emerging issues and how effective the use of ISA is in maintaining public trust during the operation.

4. RESULTS AND DISCUSSION

4.1. Research Results

During Operation Ketupat 2024, the Indonesian National Police (Polri) effectively utilized Intelligence Socio Analytic (ISA) to monitor and analyze public sentiment across various social media platforms, including Facebook, Twitter, and Instagram. This strategic approach allowed Polri to gain real-time insights into how the public perceived their efforts during the operation. The daily reports generated by ISA provided comprehensive data on public sentiment, which was classified into three distinct categories: positive, negative, and neutral. This classification not only highlights the overall public perception but also helps identify specific areas where Polri's initiatives were well-received or faced criticism. The data reflects the public's views on Polri's efforts to maintain security and ensure smooth travel during the busy holiday season, which is critical for public safety and order.

The table below presents a detailed summary of public sentiment data collected on a daily basis throughout the implementation of Operation Ketupat 2024. This summary is based on the daily reports obtained from ISA and serves as a valuable resource for understanding the dynamics of public opinion during this significant operation

Table 1. Summary of ISA Daily Reports During the Operation Ketupat 2024 Period

No	Date	Positive Sentiment (%)	Neutral Sentiment (%)	Negative Sentiment (%)
1	4 April 2024	52,89	34,95	14,16
2	5 April 2024	74,19	12,6	13,21
3	6 April 2024	44,44	39,51	16,05
4	7 April 2024	52,11	32,39	15,49
5	8 April 2024	30,32	52,11	17,56
6	9 April 2024	41,04	47,4	11,56
7	10 April 2024	64,34	27,91	7,75
8	11 April 2024	53,54	39,9	6,57
9	12 April 2024	51,96	31,96	16,07
10	13 April 2024	41,67	30	28,33
11	14 April 2024	43,59	33,33	23,08
12	15 April 2024	64,89	25,19	9,92
13	16 April 2024	45,56	38,1	16,34

The data in the table indicates that positive sentiment dominated throughout the Operation Ketupat 2024 period, reflecting the public's positive response to Polri's efforts in managing traffic during the peak holiday travel. The highest positive sentiment was recorded on April 5, 2024, at 74.19%, where the public expressed appreciation for the extensive preparations, including traffic management strategies such as contra flow, one-way systems, and the deployment of personnel for real-time monitoring. These actions were seen as crucial in maintaining smooth traffic flow and ensuring the safety of travelers.

However, several days showed an increase in negative sentiment, particularly related to traffic jams and accidents occurring on major routes. For instance, on April 12 and April 13, negative sentiment reached over 16%, primarily due to congestion at critical

points such as Tol Cikampek and incidents involving multiple vehicles, which resulted in severe traffic delays. This highlights the challenges Polri faced in ensuring a seamless travel experience, as despite the overall positive response, specific issues like congestion and safety incidents still affected public perception.

Overall, while the majority of the public recognized and appreciated Polri's initiatives, the presence of negative sentiment underscores the importance of continuous improvement in traffic management and safety measures during such high-pressure periods. The data suggests that the public's expectations are high, and ensuring both safety and efficiency in travel will remain key in maintaining positive sentiment during future operations.

To complement the tabular data, the following chart illustrates the average sentiments (positive, neutral, and negative) recorded throughout the Operation Ketupat 2024 period. This visual representation offers a clear overview of how public perception varied, helping to highlight the effectiveness of Polri's initiatives and areas needing attention:

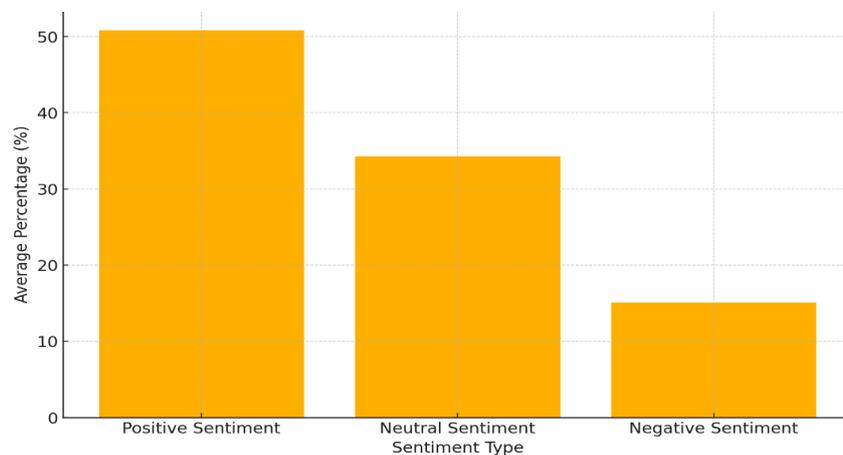


Figure 1. Average Public Sentiment During Operation Ketupat 2024

The sentiment analysis chart provides a visual summary of the average public perception throughout Operation Ketupat 2024. Positive sentiment was consistently higher compared to neutral and negative sentiments, emphasizing the public's overall satisfaction with the efforts made by Polri. The proactive measures in managing traffic and ensuring safety were key drivers of this positive response.

Despite the overall positive sentiment, the neutral sentiment remained significant, indicating that a large portion of the public relied on factual updates shared by Polri, such as real-time traffic conditions and alternative route information. This highlights the importance of maintaining transparency and continuous communication during high-pressure operations.

Negative sentiment, while the lowest among the three, pointed to issues related to traffic congestion and road safety incidents, particularly on specific dates when accidents occurred or congestion worsened. This underscores the challenges faced by Polri in managing the sheer volume of travelers during the holiday season.

The findings suggest that while Polri's efforts were largely successful in maintaining public satisfaction, further improvements in traffic management strategies—

particularly in handling congestion and accident response—would help in enhancing public sentiment even further in future operations.

4.1.1. Key Trends and Supporting Factors for Positive Sentiment

Several factors contributed to the positive sentiment observed during Operation Ketupat 2024:

1. **Additional Services:** One of the primary reasons for the positive sentiment was Polri's initiatives in providing additional services aimed at enhancing the comfort and safety of travelers. These included health check-ups for drivers at rest areas, which helped ensure that drivers were fit to continue their journey, and distribution of drinking water in rest areas to alleviate the challenges faced by travelers, especially during long trips. Furthermore, the implementation of alternative route management to avoid traffic congestion was highly appreciated by the public, as it provided smoother travel experiences during the peak holiday season.
2. **Traffic Coordination and Management:** The traffic coordination and management strategies employed by Polri played a significant role in generating positive public sentiment. The implementation of contra flow systems, one-way routes, and the deployment of additional personnel at critical points were key elements that helped maintain the flow of traffic during both the homecoming and return phases. These measures were particularly well-received as they contributed significantly to reducing congestion on main roads, enabling travelers to reach their destinations safely and efficiently. The public viewed these proactive strategies as evidence of Polri's commitment to ensuring a seamless travel experience.
3. **Proactive Communication:** Another crucial factor behind the positive sentiment was Polri's proactive communication through social media platforms. By providing real-time updates on traffic conditions, alternative routes, and congestion points, Polri managed to reduce the uncertainty and anxiety that travelers often face during such peak periods. The use of platforms like Facebook, Instagram, and Twitter to communicate directly with the public allowed travelers to make informed decisions, plan their routes more effectively, and avoid problematic areas. This transparent and consistent communication reassured the public and reflected Polri's dedication to providing timely assistance, which was highly valued.

Overall, these factors combined to create an atmosphere of confidence and appreciation towards Polri's initiatives. The additional services, strategic traffic management, and proactive communication efforts ensured a mostly positive experience for the public during Operation Ketupat 2024, as reflected in the consistent dominance of positive sentiment throughout the operation period.

4.2. Discussion

The findings from Operation Ketupat 2024 underscore the critical role of Intelligence Socio Analytic (ISA) in monitoring public sentiment across various social media platforms, including Facebook, Twitter, and Instagram. The Indonesian National Police (Polri) effectively utilized this strategic approach to gain real-time insights into public perceptions of their efforts during the holiday season. This proactive engagement with social media not only enabled Polri to assess public sentiment but also to respond swiftly to emerging issues, thereby enhancing their operational effectiveness.

The data collected was categorized into positive, negative, and neutral sentiments, providing a comprehensive overview of public opinion. Notably, the majority of sentiments were positive, reflecting widespread appreciation for Polri's initiatives in maintaining security and facilitating smooth travel. For instance, the highest recorded positive sentiment of 70% on April 9, 2024, was attributed to effective traffic management strategies, such as the implementation of contra-flow and one-way systems, which were well-received by the public. This positive feedback highlights the community's recognition of Polri's efforts to ensure safety and order during a peak travel period.

However, the analysis also revealed challenges faced by Polri, particularly regarding traffic congestion and safety issues. On certain days, such as April 6 and April 11, negative sentiment spiked due to reports of traffic jams and accidents on major routes. These surges in negative sentiment indicate that while overall public perception was favorable, critical areas required immediate attention and improvement. The presence of negative sentiment underscores the necessity for Polri to continuously enhance their traffic management and safety measures, especially during peak travel periods when traffic volumes are significantly higher.

Moreover, analyzing social media sentiment offers valuable insights into public expectations and concerns. The daily reports generated by ISA serve as a vital resource for understanding the dynamics of public opinion and informing future operational strategies. By addressing public concerns, Polri can foster greater trust and cooperation, ultimately enhancing their ability to manage public safety during significant events. This two-way communication not only mitigates negative sentiments but also strengthens the relationship between law enforcement and the community.

In conclusion, the analysis of social media sentiment during Operation Ketupat 2024 not only demonstrates the public's recognition of Polri's efforts but also emphasizes the importance of responsive and adaptive strategies in law enforcement operations. Continuous engagement with the community and proactive measures to address public concerns will be essential for enhancing the effectiveness of future operations. As Polri progresses, leveraging the insights gained from ISA will be pivotal in refining their approach to public safety and ensuring that their initiatives align with the community's expectations.

5. CONCLUSION

In summary, the analysis of social media sentiment during Operation Ketupat 2024 highlights the critical role of Intelligence Socio Analytic (ISA) in improving the operational effectiveness of the Indonesian National Police (Polri). The findings suggest that although the majority of public sentiment was positive, reflecting appreciation for Polri's efforts in maintaining security and ensuring smooth travel, there were notable challenges that requiring ongoing attention.

The ability to monitor and analyze public sentiment in real-time has proven invaluable for Polri, enabling them to respond promptly to public concerns and adjust their strategies accordingly. The surges in negative sentiment, particularly concerning traffic congestion and safety issues, underscore the need for continuous improvements in traffic management practices, especially during peak travel periods.

Moreover, the insights gained from social media analysis not only inform operational strategies but also strengthen the relationship between Polri and the community. By actively engaging with the public and addressing their concerns, Polri fosters trust and cooperation, which are essential for effective law enforcement. As Polri continues to address the complexities of public safety during significant events, integrating ISA into their operational framework will be essential. This approach will not only enhance their responsiveness but also ensure that their initiatives align with the expectations and needs of the community they serve. Ultimately, the lessons learned from Operation Ketupat 2024 will serve as a foundation for future operations, fostering a safer and more secure environment for all.

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