



## The Communication Strategy of the Medan Police Traffic Unit (Satlantas) on 'Polisi Sahabat Anak' Program Campaign in Medan City

Fitri Siahaan<sup>1</sup>; Lusiana Andriani Lubis<sup>2</sup>

<sup>1</sup> Master of Communication Science, Faculty of Social and Political Sciences, University of North Sumatra, Medan, Indonesia

<sup>2</sup> Lecturer of Master of Communication Science, Faculty of Social and Political Sciences, University of North Sumatra, Medan, Indonesia

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### **Abstract**

This study aims to analyze the communication strategy used by the Medan Traffic Police in carrying out the 'Polisi Sahabat Anak' (Polsanak) program in Medan City. The communication strategy is analyzed based on the communication planning model from Assifi and French (1982). The number of informants in this study were 4 (four) people consisting of two Medan Police Traffic Police personnel and two teachers. This study uses a constructivism paradigm with descriptive methods and a qualitative approach. Data collection was carried out through interviews, observation, and literature study. The results showed that, (1) the main problem behind the Polsanak program is the low traffic awareness among the current young generation. (2) The main target audience is early childhood or students of Kindergarten (TK) and Elementary School (SD). (3) The aim of this program is to create future generations who have a high awareness of traffic. (4) The message conveyed in the Polsanak program is an educational and recreational one. (5) The media used in delivering messages are videos, songs, billboards, booklets, props and traffic parks. (6) The 'Police Sahabat Anak' (Polsanak) program is evaluated by periodically reviewing the human resources of communication, audiences, messages and the media. The obstacle to implementing the Polsanak program is the lack of human resources for communication and outreach equipment. Meanwhile, the efforts made by the Medan City Traffic Police to overcome these obstacles is to propose an additional budget for program implementation every year.

**Keywords:** *Communication Strategy; 'Polisi Sahabat Anak'; Traffic; Medan Traffic Police*

### **1 Introduction**

The 'Police Sahabat Anak' program is a national program that aims to introduce traffic regulations and develop good traffic awareness for children, this program is channeled to early childhood children who are still in kindergarten (TK) and Elementary School (SD). This program is expected to produce future generations who have good personalities and obey traffic rules.

Education for the community to create awareness and order in traffic is very necessary and is expected to be carried out continuously or sustainably. It is hoped that this education can not only touch the adult community, but it is hoped that this education can also touch the community at an early age. One such educational program that tries to reach the early childhood community is a program called 'Polisi Sahabat Anak' (Polsanak). The "Polisi Sahabat Anak" or 'Police Friends of Children' program was initiated by the Indonesian National Police whose goal is to touch students in kindergartens (TK) and elementary schools (SD).

The implementation of the 'Polisi Sahabat Anak' program is a program that is assigned to the Indonesian Police specifically at the traffic directorates throughout Indonesia, where its main task is to demonstrate the values of traffic by visiting kindergartens (TK) schools and elementary school (SD). The process of socializing the program by the traffic directorate police requires a well-planned communication strategy.

In line with this thought, the Medan City Resort Police Traffic Unit is actively involved in carrying out traffic safety and education campaigns through educational methods and fun games. The 'Polisi Sahabat Anak' program is implemented by bringing police officers to kindergarten and elementary schools or inviting children to visit police stations to introduce basic knowledge and discipline starting from the introduction of traffic signs to road-crossing procedures.

The 'Polisi Sahabat Anak' is also a forum for introducing the police profession to children. It is hoped that the implementation of 'Police Friends of Children' on an ongoing basis can change children's perceptions of a policeman who is always synonymous with fierce and frightening faces. With the close relationship between traffic police and children, it is hoped that it can instill discipline, ethics and knowledge of traffic to children at an early age.

Apart from that, the 'Polisi Sahabat Anak' aims to improve the image of the police in the eyes of the community and children. The Medan Traffic Police routinely conducts face-to-face meetings with kindergarten and elementary school students in Medan City. This activity is carried out every week. Apart from visiting kindergarten and elementary schools, the Medan Police Traffic Police also invited students to come to visit the Medan Police Traffic Police headquarters. In this way it is hoped that it can provide broader knowledge to children of the police, especially the traffic police.

The basic foundation of the creation of the 'Police Sahabat Anak' (Polsanak) program is Law No. 22 of 2009 concerning road traffic and transportation, to be precise in article 200 paragraph 3 point (a) which contains: in the context of realizing and maintaining traffic safety, it advises the Indonesian National Police to continue implementing national programs related to traffic security traffic and road transportation (Government of Indonesia, 2009). One of the national traffic safety programs is the 'Police Sahabat Anak' (Polsanak) program.

Apart from being based on Law no. 22 of 2009, the activity of the 'Polisi Sahabat Anak' program was based on a United Nations (UN) Resolution Number 64/255 dated March 10, 2010 concerning Improving Global Road Safety, with a program called Decade of Action for Road Safety 2011-2020. For the resolution and UN program, a Presidential Instruction (Inpres) was issued in which the Presidential Instruction contained 4 (four) pillars of Institutions / Ministries that are responsible for implementing the resolution. The Police of the Republic of Indonesia are the 4th Pillar which has the task of creating and fostering safe road user behavior where one of the focuses is conducting traffic safety campaigns in the community (Government of Indonesia, 2013).

According to data from the Central Statistics Agency (BPS), Medan City in 2018 had 702 units of schools equivalent to Kindergarten (TK), while schools which were equivalent to elementary schools

(SD) consisting of 936 public and private schools (BPS Kota Medan, 2018). The large number of schools is of course a burden for the Medan Traffic Police in implementing the 'Polisi Sahabat Anak' Program. It takes a well-planned communication strategy planning in implementing the program, so that the program achieves its objectives well. The following are some of the activities that have been carried out by the Traffic Police of the National Police in carrying out the Polsanak program in several elementary schools in Medan.



Figure 1. Kanit Dikyasa Satlantas Polrestabes Mrs. AKP Neneng Armayanti provides an explanation of the police profession, rules and traffic signs in the 'Police Sahabat Anak' program at HighScope Indonesia Private Primary School



Figure 2. Dikyasa Personnel from Medan Poltabes Puts Helmet on Children in Polsanak Activities at Portable Traffic Park

In carrying out communication activities, campaigns or outreach, a thorough communication strategy planning is required. According to Rogers (Cangara, 2013), a communication strategy is a communication design designed to change human behavior on a larger scale through the transfer of new ideas. Likewise, Middleton (Cangara, 2013), which states that a communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), recipients to influence (effects) designed to achieve optimal communication goals.

This study will try to observe and analyze the communication strategy implemented by the Medan Police Traffic Police towards the “Anak Sahabat Anak” program, as well as the obstacles experienced by the Medan Police and the efforts to overcome these obstacles.

## **2. *literature Review***

### **2.1 Communication Strategy**

Communication strategy is a combination of communication planning with communication management to achieve a goal. This communication strategy must be able to show how practical operations should be done, in the sense that the approach can vary from time to time depending on the situation and conditions (Effendy, 2005).

Strategies that articulate, explain, and promote a communication vision and unit of communication objectives in a well-defined formula are different from tactics. The communication strategy describes concrete stages in a series of communication activities based on one technique for implementing communication objectives. The tactic is a particular choice of communication action based on a predetermined strategy. Strategies to create consistent communication, where communication is carried out based on one choice (decision) from several communication options (Liliweri, 2011).

### **2.2 Assifi and French's Communication Planning Model**

The communication planning model made by Assifi and French in 1982 (Yasir, 2011) is a communication planning model that summarizes the steps for communication planning, namely:

#### **1. Analyze the Problem**

The first step in carrying out a planned communication program activity, which begins with problem discovery. To find a problem, facts are needed.

#### **2. Analyze the audience**

Audience analysis is intended to find out who are the audiences for the program or communication planning. So, the target of the communication program is very important, because all communication activities are directed at them.

#### **3. Formulating Goals**

With clear objectives, it will make all parties involved understand and know what this communication plan will produce. A goal is a state or desired change after implementation of the plan. Purpose makes people understand exactly where the "journey" is going.

#### **4. Choosing Media and Communication Channels**

Based on the audience analysis and the formulation of goals made, we can determine and select the appropriate media and communication channels to use in reaching audiences.

#### **5. Planning Media Production**

Once everything regarding the problem, objectives, strategy, media selection and message has been determined, it is time to formulate a media production plan.

#### **6. Planning Management**

To carry out the planning of the communication program, a processing or management is needed so that all elements involved in this program can run according to the coordinator.

## 7. Monitoring and Evaluation

Monitoring is meant to continuously follow the process of the intended communication program and evaluate it. This is an identification process to measure or assess whether an activity or program is carried out in accordance with the planning or objectives to be achieved.

### 2.3 Communication Strategy with the Communication Components of Harold D. Lasswell

The most basic communication strategy planning can be done by linking the communication components described and formulated by Harold D. Lasswell (1948) into a plan.

It is estimated that the communication strategy planning carried out by the Traffic Police Unit is not as easy as imagined. There are many things that must be done and planned, and there are also many obstacles that must be faced. This is in line with the statement of Ibnu Hamad (2014) which states that planning a communication program is not as easy as imagined, because it includes situation analysis (pre-design), design making, implementation (execution), and monitoring and evaluation of campaigns. which has been done. By doing this, planning is very significant, not only for the success of the campaign process itself, but also for the answers to the problems that constitute the content of the campaign. Without careful planning, it is difficult to get success from a communication program both from the process and content of the campaign.

The communication components that can be linked to the communication planning are:

1. Who? (Who are the communicators?)
2. Says what? (What message does it convey?)
3. In which channel? (What media does he use?)
4. To whom? (Who are the communicants?)
5. With what effect? (What effect is expected?)

### 2.4 Types of Information

The following are several types of information contained in a communication process (Barzam, 2017):

#### 1. Educational information

Educational information is all kinds of information that is useful in increasing one's knowledge. This type of information is usually found in the world of education, such as in school or college. A more general form can be found mainly in tutorial or teaching information. Developing messages that are educational is not easy, accompanied by earlier references, and accompanied by experience and knowledge.

Formulation of messages that are educational, must be conveyed by a communicator who knows better about the problem from the students. Therefore, a communicator is required to study the contents of the message early.

#### 2. Recreational information

The next information is information with recreational functions. Recreation means entertaining. The type of message conveyed is usually light in nature and not too difficult to understand. For example, the form of joking is the most common form that is often found in everyday communication applications. This light information is of course often used in the process of creative communication which is only for entertainment.

### **3. Method**

This research was conducted at the Medan Polrestabes Traffic Police and several elementary schools (SD), where the “Anak Sahabat Anak” program was once held.

This research uses qualitative methods, namely research that describes a situation or event. This study does not seek or explain relationships, does not test hypotheses or predictive images. Qualitative research is research where the findings are not obtained through statistical or other quantitative procedures (Strauss A. and Corbin J., 2003). Qualitative research focuses on general principles that underlie the manifestation of a meaning from social phenomena in society (Bungin, 2006).

Qualitative descriptive research aims to describe, summarize various conditions, various situations, or various social reality phenomena that exist in society which are the object of research, and attempt to draw that reality to the surface as a feature, character, nature, model, sign, or description of certain conditions, situations, or phenomena (Bungin, 2011). Qualitative research aims to explain phenomena in depth through deep data collection (Kriyantono, 2014).

This study uses a descriptive method through a qualitative approach, which explains how the planning of communication strategies carried out by the Medan City Traffic Police in carrying out the national program 'Police Sahabat Anak'. The informants in this study were two Satlantas Polrestabes Medan personnel who were in charge of carrying out a campaign or socialization of the 'Police Sahabat Anak' program and two teachers who had witnessed the socialization of the 'Police Sahabat Anak' program.

### **4. Result and Discussion**

From the results of interviews, observations and document studies conducted by researchers and supported by the model theory of communication strategy planning by Assifi and French (1982) and communication components by Harold D. Lasswell (1948) related to the stages of planning communication activities. The Medan Traffic Police has determined several things in its communication planning.

#### **4.1 Medan City Traffic Police Communication Planning in Determining Communicators in the 'Police Sahabat Anak' Program**

The Medan Polrestabes Traffic Police in assigning communicators to the 'Polisi Sahabat Anak' program tends to prefer female personnel, this is because female personnel are expected to be closer and understand the psychology of children. In addition, this is also driven by the condition of the personnel at the Satlantas Polrestabes unit which has a composition of female personnel more than male personnel. Moreover, the existing female personnel are married and already have children, so the closeness to children at school is good, so that when delivering traffic information, children feel comfortable and easy to understand. Meanwhile, male personnel in the Dikyasa unit are over 50 years old on average, so the selection of female personnel is the dominant composition in the Polsanak program.

#### **4.2 Medan City Traffic Police Communication Planning on Designing Messages in the Polsanak Program**

In communication planning, message is one of the most important elements. Message is anything that is conveyed by someone in the form of a symbol that is perceived and accepted by someone in the form of a symbol that is perceived and accepted by the audience in a series of meanings. This is done so

that the desired goals can be achieved and conveyed. The content of the message conveyed must be able to condition, strengthen, or make changes to the audience.

To manage and compile an effective message, it is necessary to master the message to be conveyed, including its systematic structure, and be able to present arguments logically. For this reason, every Satlantas member who is appointed as a communicator of the 'Polisi Sahabat Anak' program must have reasons in the form of facts and opinions that can support the material presented which then has the ability to create language intonation, as well as body movements that can attract attention to the public. And also has the ability to spice up messages in the form of humor to attract attention and reduce listeners' boredom.

In designing messages, Satlantas Polrestabes Medan prefers educational and recreational messages. This educational message will usually provide new knowledge for participants. The educational message used by the Medan Police Traffic Police uses a demonstrative method in which children are taught things related to traffic safety by exemplifying them, such as teaching how to use a helmet, crossing the road, understanding traffic signs, paying attention to signs etc.

Besides that, the Medan Traffic Police also uses recreational messages in communicating with children. These messages tend to be entertaining and light, easy to understand and simple for children. Complicated languages are tried to be avoided by communicators. Recreational messages that are often used by Medan City Traffic Police are jokes, rhymes, and songs.

#### **4.3 Medan City Traffic Police Communication Planning in Determining the Media**

Media is a channel that is used as a messenger. In determining which media to use in conveying messages, media production really depends on which type or form of media will be made. The communication channel used by the Medan Traffic Police in delivering messages to the public in this case is by using group communication and media communication. In the communication, the Medan City Traffic Police group delivers messages and light question-and-answer discussions to children to open an understanding of traffic regulations. In addition, the Medan Traffic Police also uses media channels to convey messages such as billboards, banners, brochures, leaflets, songs, and videos with cartoons related to police and children in traffic on the road. This was chosen so that children can more easily and relax in receiving the messages to be conveyed.

#### **4.4 Communication Planning of Medan City Traffic Police in Determining the Audience**

One of the communication plans carried out in implementing the 'Police Sahabat Anak' program is determining the audience or target of communication activities. Audience determination is more focused on the objectives of the program. The aim of this program is to make the future generation of young people who are obedient and have a good awareness of traffic regulations. And at an early age, children recognize road signs. Therefore, the Medan Police Precinct Traffic Police determined that the main audience was kindergarten and elementary school children who attended the jurisdiction of the city of Medan.

#### **4.5 Communication Planning of Medan City Traffic Police on Program Monitoring and Evaluation**

Evaluation starts from the previously set goals, whether they were achieved or not, and whether the level of achievement is high or low enough. The effectiveness of a communication program can only be determined by evaluating a program. Evaluation is an activity inherent in the Polsanak program. This

activity is a process that measures the results of the 'Police Sahabat Anak' program based on the targets or objectives that have been formulated.

Evaluation is meant here is an activity to review the communication components whether there are things that need to be improved or added. The independent evaluation conducted by the Medan City Traffic Unit was carried out with several reviews including reviewing the development of behavior and knowledge of children who had been conveyed messages, reviewing the messages used, human resources in the communication section that conveyed messages, and the media used; whether it is still effective in achieving the objectives of this program or not.

#### **4.6 Communication Barriers for Medan City Traffic Police**

The obstacle experienced by the Medan Traffic Police in implementing the Polsanak program in the city of Medan is the lack of budget support for conducting outreach to schools. With the large number of schools scattered in the city of Medan, the number of teaching aids available is still insufficient and ultimately not maximal in the implementation of the 'Polisi Sahabat Anak' program. This is because the existing props are assistance from the traffic directorate which is limited and minimal in number. However, with the existing equipment, it is still used optimally.

#### **Conclusion**

Based on the results of the research and discussion above, the researcher draws the following conclusions:

1. The problem behind the 'Polisi Sahabat Anak' program is the high disorderly behavior of the younger generation in traffic, so a traffic regulation socialization program is needed starting with children at an early age.
2. The main audience for the 'Polisi Sahabat Anak' program established by the Medan Traffic Police are early childhood children who are in Kindergarten (TK) and Elementary School (SD) according to the instructions of the National Police Headquarters.
3. The aim of the 'Polisi Sahabat Anak' program established by the Medan Traffic Police is to produce young people in the future who have awareness and knowledge as well as orderly behavior in traffic.
4. Determination of human resources (HR) for communication to carry out the 'Polisi Sahabat Anak' program is carried out by Satlantas Polrestabes according to the condition of the personnel owned by the Dikyasa Unit. These human resources tend to choose female personnel who are thought to better understand the psychology of the audience (children).
5. The design of messages carried out by the Medan Traffic Police in delivering messages is more educational and recreational in the form of conveying new knowledge to children and being relaxed, not too serious and trying to have a pleasant effect in delivery.
6. Media selection in the 'Police Sahabat Anak' program tends to use group communication and media communication. In group communication, social relationships can be built in the form of face-to-face communication, group communication is carried out in front of children by conveying information and questions and answers, while media communication through music, videos and screening of cartoons and pictures presented in billboards, booklets and so on.

7. Evaluation of the 'Polisi Sahabat Anak' program carried out by the Medan Traffic Police by going back to the field or to schools to see changes in children's knowledge or behavior regarding traffic regulations. Meanwhile, the evaluation of human resources for communication, messages and media is carried out by monitoring the activities of the 'Polisi Sahabat Anak' program.
8. The obstacle experienced by the Medan Polrestabes Traffic Police is the minimal socialization funding when compared to the large number of targeted audiences / schools that are widespread in the city of Medan.
9. Efforts to overcome communication barriers or the Polsanak program are to continue to propose a budget every year to be able to reach all schools that have never been disseminated before.

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