

ABSTRAK

Penelitian ini berfokus pada strategi yang dilakukan Humas Polrestabes Surabaya khususnya pada pelayanan SIM / Satpas (Satuan Penyelenggara Administrasi SIM) Colombo atas usaha-usaha meningkatkan citra polisi, yang meliputi *fact finding, planning and programming, communication, evaluation* dan juga untuk mengetahui respon masyarakat Surabaya yang pernah menggunakan jasa pelayanan SIM / Satpas Colombo terhadap strategi dan usaha yang dilakukan polisi untuk meningkatkan citranya terkait isu pungutan liar (pungli). Peran Humas Polrestabes Satpas Colombo Surabaya mendapat tantangan untuk meningkatkan citra yang masih buruk atas banyaknya isu pungli di masyarakat.

Penelitian ini menggunakan tinjauan pustaka antara lain, citra organisasi, *public relations* serta strategi *public relations* pada organisasi dan teori relevan lainnya. Penelitian ini menggunakan tipe penelitian deskriptif dan menggunakan metode studi kasus dengan pendekatan kualitatif. Peneliti mengumpulkan data dengan *in-depth interview* kepada Humas Polrestabes Satpas Colombo Surabaya dan kepada masyarakat yang pernah menggunakan jasa pelayanan SIM Satpas Colombo dalam merespon strategi yang dilakukan polisi serta melakukan observasi dan dokumentasi.

Hasil analisis yang didapatkan peneliti bahwa usaha-usaha yang dilakukan kepolisian Satpas Colombo Surabaya yaitu dengan mengembangkan beberapa inovasi berbasis digital seperti *E-SIM Online*, SIMONTIR (Sistem Monitoring Uji Praktik SIM Berbasis Digital), *special events*, Mall Pelayanan Publik, Suroboyoo Sobo Kelurahan untuk meningkatkan citranya. Dan peneliti mendapatkan data bahwa terdapat perbedaan respon masyarakat terhadap strategi dan usaha yang dilakukan polisi Satpas Colombo untuk meningkatkan citranya karena adanya perbedaan pengalaman pada setiap informan.

Kata Kunci: *Strategi, Humas, Public Relations, Citra, Organisasi Pemerintah.*

ABSTRACT

This research focuses on the strategy carried out by Surabaya Polrestaes Public Relations specifically on SIM / Satpas services (SIM Administration Administering Unit) Colombo for efforts to improve the image of the police, which includes fact-finding, planning and programming, communication, evaluation and also to find out the response of the Surabaya community who once used Colombo SIM / Satpas services to the strategy and efforts made by the police to improve its image regarding the issue of extortion (extortion). The Role of Public Relations Polrestaes Colombo Satpas Surabaya has been challenged to improve the still bad image of many issues of extortion in the community.

This study uses a literature review, among others, organizational image, public relations and public relations strategies for organizations and other relevant theories. This study uses a descriptive type of research and uses a case study method with a qualitative approach. The researcher collected data with in-depth interviews with the Public Relations of the Polrestaes of Satpas Colombo Surabaya and the people who had used the services of the Colombo Satpas SIM in responding to the strategies carried out by the police and conducting observations and documentation.

The results of the analysis obtained by the researchers that the efforts made by the Colombo Satpas Police Surabaya were by developing several digital-based innovations such as E-SIM Online, SIMONTIR (Digital-Based SIM Practice Test Monitoring System), special events, Public Service Mall, Suroboyo Sobo Kelurahan to improve its image. And the researchers obtained data that there were differences in the community's response to the strategies and efforts of the Colombo Satpas police to improve their image because of the different experiences of each informant.

Keywords: Strategy, Public Relations, Public Relations, Image, Government Organizations.