

Reconstruction Design Of Indonesian Police Image For Responsive Complaint Implementation

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ABSTRACT

The role of community engagement strategies in this context plays a crucial role in significantly improving the image of the police force, making it a more successful institution, one that the public can trust. Due to public distrust, the function of community engagement in addressing public complaints and filing reports cannot function optimally. This concept is used to describe a democratic government, one that is economically and financially flawless, with sound political administration, ethical management, and international/global transparency, independent, and autonomous. Therefore, a democratic recovery based on this theory is necessary to restore the police force's image to a better one than before. This research was conducted using a qualitative descriptive method, collecting data through literacy and then explaining it through descriptive analysis.

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INTRODUCTION

The members of public seeking security and stability in their area—particularly in regions prone to crime—filing reports with the National Police (POLRI) is essential to maintaining local security. Public relations personnel within the Community Development Division or the local City Police (Polresta) play a vital role in community management, ensuring that social stability within the Surabaya City Police jurisdiction is maintained effectively and optimally.

Public engagement with the police is reflected in the community's trust in the National Police's (Polri) competent performance; this is evident in the public's willingness to participate in police-related complaint and engagement initiatives aimed at empowering security solidarity within the jurisdiction.

In accordance with the protocols of the Surabaya City Police (Polresta Surabaya), the vision of this police engagement initiative is to become a reliable and professional institution that ensures public order and security by raising community awareness. Its mission is to build awareness and expand public participation in supporting the government and the police to create an environment characterized by safety, tranquility, peace, and community-led security.

Furthermore, the initiative aims to disseminate an understanding of public order and security, foster a community that is conscious of these issues, raise legal awareness, and cultivate a law-abiding society to ensure a more conducive environment within the jurisdiction.

Applying the principles of "Sound Governance," the Police force helps raise public awareness, encouraging citizens not to hesitate in filing priority complaints with the police. Through communication and information initiatives, the police foster public order and security, uphold the law, promote national defense consciousness, and manage natural disasters and social disturbances; notably, the force operates functionally and independently, without affiliation to political parties or other mass organizations.

According to a 2023 journal article by Alfin Reza Syahputra et al. (p. 2) titled **Organizational Transformation of the National Police Culture towards a 'Presisi' (Precise) Police Force**, there are four key themes in policing: community engagement; collaboration with other organizations; efficiency amidst constant pressure; and international globalization through cooperation with foreign institutions.

This indicates that the Indonesian National Police plays a vital role in synergizing with the public—particularly regarding the filing and handling of citizen complaints. Such engagement significantly shapes the institution's image across Indonesia, demonstrating a responsive approach that does not discriminate based on the complainant's social status. This principle also extends to police collaborations with organizations and community groups that provide support to citizens in the process of filing and managing their complaints.

Administrative activities are essential for establishing standard administrative procedures within the National Police, facilitating effective and streamlined state administrative operations. In this context, William H. Newman, in his book **Administrative Action**, defines administration as the guidance, leadership, and control of the efforts of a group of individuals toward common goals. As the reference, administration can be understood as a form of guidance and leadership—undertaken either collectively or individually—aimed at achieving specific goals through synergy between the public and the police. In this context, the Head of the National Cyber Fraud Agency, Mr. Kartono, emphasized the prevalence of fraud perpetrators across Indonesia, operating through both traditional (manual) and digital means.

Furthermore, Litchfield (1956:1), in his book **Notes on the General Theory of Administration**, posits that administrative public involvement encompasses the various components of an organized entity—including staffing, financing, operational execution, and leadership—directed toward administrative objectives, specifically state-level goals such as ensuring public satisfaction through significant responses to cyber fraud complaints, a matter previously examined by Mr. Listiyo Sigit in the aforementioned article.

Achieving a breakthrough in police reform requires the application of governance theory—specifically "Sound Governance." As noted by Rhodes (1997)—cited by Prof. Johanes Basuki (2019, pp. 148–149)—the defining characteristics of this theory include interdependence and continuous interaction among organizations, moving away from absolute authority toward a network-based model rather than the dominance of one entity over another.

Therefore, effective revitalization must begin at the lowest bureaucratic levels of the Indonesian National Police. By providing guidance or symposia to rank-and-file personnel regarding this theory, the institution can work to restore its public image to its former standing.

The explanation above, administration represents a framework wherein the institution carefully manages its workforce—acting as an operational agent—to foster synergy among staff and relevant stakeholders.

Drawing on the expert opinions presented, it can be inferred that public involvement with the police serves an administrative liaison function. This role facilitates the monitoring of operational misconduct within the government institution—such as through report archiving—thereby acting as a reliable and trustworthy operational mechanism.

Consequently, this study analyzes the dynamics between the public and the police regarding staff management, ensuring that tasks assigned by leadership align with established institutional work standards and do not deviate from them.

This model can significantly facilitate access to measures that reduce instances of staff performance misconduct within the administrative operations of Indonesian institutions across the archipelago. By providing a mechanism to report deviations from work standards, it enables staff to conduct business activities optimally and smoothly, ensuring administrative efficiency and objectivity.

METHODS

In accordance with the protocols governing the Police Performance Operator, the Operator's vision is to become a reliable and professional division that achieves objective performance outcomes by empowering staff awareness. Its mission is to build awareness and expand staff participation in supporting the government and the Indonesian National Police in creating a comfortable work environment. The initiative aims to solidify the understanding of performance and cultivate a workforce conscious of objective performance standards. Consequently, this research was conducted by gathering observational data and conducting a literature review analyzing the information periodically—to formulate a protocol design for archiving public complaints, specifically those concerning urgent criminal acts within the community.

RESULTS AND DISCUSSION

In this context, there are administrative principles regarding the synergy between the National Police (Polri) and the public, specifically concerning "transactional experiences." Some general principles of these transactional experiences and their explanations include:

1. The general public perceives "Security Stability" as the optimal maintenance of security within Indonesian police jurisdictions—achieved through synergy between the community

and the police—to establish order and safety as part of the police's service in addressing priority public complaints.

2. Public relations personnel within Indonesian municipal/regional police units (Polresta) evaluate service quality by assessing the synergy between the community and the police, as well as public perceptions of police performance during these collaborative activities.

3. Documentation evaluating community-police synergy activities is shared with the public in adherence to principles of transparency in public administration. Members of the public who report crimes—or who provide substantiated data regarding police performance complaints—will be acknowledged and appreciated by the police public relations division for having submitted genuine, priority complaints to the force.

Activities must be designed to achieve the goal of maintaining public safety and order, as service delivery must ensure satisfaction regarding the utility and effectiveness of the service provided.

Organizational experience must align with the capacity to execute activities within the jurisdiction of the City Police (Polresta) and facilitate collaboration with the National Police (POLRI), ensuring that activity objectives are clearly and validly defined.

Operational experiences vary across different periods; organizational synergy must function optimally, as the interrelationship between activities defines this synergy. A higher level of synergy results in more detailed task specifications between the police and the community, whereas lower levels of organizational experience correlate with reduced synergy.

Key elements of organizational effectiveness in institutional activities include continuity, sequencing, and integration. Continuity refers to the repeated execution of elements to meet recurring needs—such as repeating the same activity at different times. Sequencing refers to the systematic—hierarchical or procedural—arrangement of activities, prioritized from urgent to non-urgent (or vice versa) based on the community's capacity to participate in the Police Priority Complaint Program, which aims to enhance safety and order.

Consequently, the synergy activities of the Surabaya City Police must evolve administratively to meet both operational requirements and the needs of the general public in a continuous and sequential manner, maintaining constant synergy with the National Police.

Within this structure, the organizational process—which the author believes should be organized into a system comprising both urgent and supplementary components—is of particular importance.

The synergy system linking the community and the National Police requires expansion; additional measures are urgently needed to improve organizational performance and reduce public complaints regarding service delivery.

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