

OPTIMIZATION OF “HALO POLISI” PROGRAM TO IMPROVE RRI MEDAN'S PUBLIC SERVICES AS A PUBLIC BROADCASTING INSTITUTION

Salsabillah Ritonga¹, Irma Yusriani Simamora²

^{1,2}Universitas Islam Negeri Sumatera Utara, Indonesia

*Corresponding Author: salsabillah0101211024@uinsu.ac.id

Article Info

Article history:

Received :

Revised :

Accepted :

Available online

<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

ABSTRACT

This study aims to analyze the implementation, management strategies, and obstacles in optimizing the Halo Polisi program on RRI Medan as a medium for complaints and improving public services. Using descriptive qualitative methods, data were collected through interviews, observations, and documentation with parties directly involved in the program. The results indicate that the program has been running effectively through consistent broadcast schedules, increased two-way interaction, and the use of digital platforms to expand audience reach. The main strategies implemented include collaboration with the North Sumatra Regional Police and adjusting topics based on current issues. Obstacles arose from sudden changes in sources that affected the smoothness of the broadcast. This study provides a practical contribution to strengthening the public communication model based on broadcast media and offers strategic implications for improving police information services through media collaboration.

Keywords: RRI Medan, public broadcasting media, public service, Hello Police, two-way communication

1. INTRODUCTION

The Indonesian police's public complaints handling process still faces various obstacles, particularly related to lengthy bureaucracy, limited resources, and the suboptimal integration of technology into the public reporting system (Thomas, 2022). This situation has resulted in a slow response from the police and a decline in public trust, as demonstrated by the findings of Rahayu et al. (2023), who emphasized that the lack of integration of the complaints system is a source of public dissatisfaction. This situation demands the presence of more responsive, transparent, and accessible public communication channels.

Advances in digital technology have created new opportunities for strengthening public services, including through the use of broadcast media and digital platforms that can reach a broad audience (De Siqueira et al., 2022; Lyons et al., 2018). Traditional broadcast media, such as radio, maintain their strategic role as a trusted source of information free from misinformation, while also serving as a space for effective public

dialogue (Purti, 2020). Radio Republik Indonesia (RRI), as a public broadcasting institution, fulfills this mandate by providing educational information, public services, and strengthening communication between the government and the public (Meifilina, 2017). Within the digital media ecosystem, RRI (Indonesian Radio Broadcasting Corporation) has adapted through streaming broadcasts and digital channels to reach an increasingly dynamic audience (Devi, 2020).

In North Sumatra, RRI Medan developed the Halo Polisi program, a weekly interactive dialogue program that provides a space for the public to voice complaints and obtain information directly from the police. This program has seen an increase in listenership year after year, demonstrating the public's continued high demand for a credible public communication channel. However, despite the program's existence for many years, there has been little comprehensive research into its evaluation of its implementation effectiveness, management strategies, and program obstacles. Previous studies have focused more on the broadcasting institution's strategy for existence (Sahara, 2022), the function of radio as a mass communication medium (Wisfa, 2022), and police communication patterns in building a public image (Ritonga, 2023). To date, there has been no in-depth study specifically assessing the optimization of the Halo Polisi program as a public complaints channel.

This research gap underscores the need for studies focusing on how the Halo Polisi program is managed, the strategies implemented to maintain its relevance in the digital age, and the obstacles that hinder effective public communication between the police and the public. This study is crucial for strengthening understanding of the role of public broadcasting media in improving the quality of public services and building public trust in the police institution.

Based on this context and background, this study aims to: (1) analyze the implementation of the Halo Polisi program at RRI Medan; (2) identify management strategies implemented to optimize the program; and (3) uncover obstacles that arise in developing the program as a medium for public complaints and services.

2. RESEARCH METHOD

This research employed a qualitative method with a descriptive approach, chosen to gain an in-depth understanding of the implementation, management strategies, and obstacles encountered in the Halo Polisi program on RRI Medan. A qualitative approach was deemed most appropriate because this research examines the communication process in its natural context and requires exploration of the meanings and direct experiences of program implementers. As emphasized by Sugiyono (2018), qualitative research is oriented toward uncovering reality holistically and contextually. The research location was RRI Medan, a public broadcasting institution that consistently broadcasts the Halo Polisi program, allowing researchers to directly observe the broadcast dynamics. Informants were selected using a purposive sampling technique based on their professionalism and involvement in the program. These included the Broadcast Program Coordinator, Program Sub-Coordinator 1, and the announcers responsible for the production and implementation of Halo Polisi.

Data collection was conducted through semi-structured interviews, direct observation, and documentation. Interviews were conducted to gain an in-depth perspective on the production process, cooperation mechanisms with the police, and program strengthening strategies. Observations were conducted during the broadcast to observe interactions between announcers, sources, and audiences. Meanwhile, documentation obtained from broadcast recordings, internal evaluation reports, and digital promotional materials served as supporting data and tools for verifying the findings. To ensure data validity, this study employed source and method triangulation. Source triangulation was conducted by comparing information from various informants, while method triangulation was conducted by combining interviews, observations, and documentation. Furthermore, member checking was conducted to ensure the researcher's interpretations aligned with the informants' intentions.

Data analysis employed the Miles and Huberman interactive model, which encompasses data reduction, data presentation, and conclusion drawing. Data reduction began at the beginning of data collection by sorting relevant information and identifying emerging patterns related to program management strategies and obstacles. Data presentation was organized into a systematic thematic narrative to comprehensively understand the relationships between findings. Furthermore, conclusions were drawn in stages and repeatedly verified to ensure the validity of the findings. Through this approach, the study clearly and measurably illustrated how the Halo Polisi program is managed and the factors influencing its effectiveness as a public communication medium.

3. RESULT AND ANALYSIS

The Halo Polisi program is running optimally

Radio remains a timeless and enduring broadcast medium due to its ability to be enjoyed simultaneously with daily activities, such as driving, working, or exercising (Nuazzidane & Sai'dah, 2023). In today's digital age, radio has not only survived but has even evolved with the integration of streaming technology and mobile applications, enabling global access and real-time interaction. Radio Republik Indonesia (RRI) Medan, as a public broadcaster, plays a crucial role in providing accurate information, education, cultural preservation, and interactive dialogue with community leaders. Amidst the rise of misinformation on social media, radio stations like RRI Medan are trusted sources that support digital literacy and rapid response to contemporary issues, such as cybersecurity and disaster management.

One of RRI Medan's Program 1 programs is "Halo Polisi," which actively strengthens public relations with the police through the delivery of security information and direct interaction. This program is not only informative but also proactive in addressing current challenges, such as the increase in online fraud and juvenile delinquency in the post-pandemic era, where public trust in institutions is increasingly being tested.

The "Halo Polisi" program has been running since 2015 and is broadcast consistently every Wednesday from 3:00 PM to 3:55 PM WIB on RRI Medan's Program 1. According to the Sub-Coordinator of Program 1, RRI Medan stated, "Program 1 has many programs, one of which is the Halo Polisi program. This program has been running since 2015 and is consistently broadcast every Wednesday from 3:00 PM to 3:55 PM. The main goal of this program is to provide listeners with greater knowledge and understanding of police

programs, to engage with the police, and to address community issues that require police solutions."

Analysis of these statements indicates that the consistent broadcast schedule reflects RRI Medan's commitment to establishing a consistent audience routine to ensure the program's continuity, ensuring audiences rely on the broadcast time. The primary goal of the Halo Polisi program is to increase awareness of police programs, strengthen relationships with officers, and provide solutions to community problems. This demonstrates that the program is not only informative but also serves as a two-way communication channel that builds trust and transparency between the police and the community.

In the context of improving communication and transparency between the public and the police, the Halo Polisi program broadcast by RRI Medan serves as an interactive medium to build trust and closeness between the two parties. The principles of fairness and trustworthiness in conveying information are vital to maintaining a harmonious and effective relationship. This aligns with Allah's word in Surah An-Nisa, verse 58, which reminds us of the importance of acting justly and fulfilling our mandates:

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا
بَصِيرًا

Meaning: "Indeed, Allah commands you to deliver trusts to their rightful owners. When you judge between people, judge with justice. Indeed, Allah gives you the best instruction. Indeed, Allah is All-Hearing, All-Seeing."

According to the Concise Interpretation of the Ministry of Religious Affairs of the Republic of Indonesia, this verse teaches crucial life guidance, namely trustworthiness and justice. Allah commands that every trust be delivered appropriately to the right person, and if authorized to judge, it must be done justly. Allah SWT also emphasizes that He is All-Hearing and All-Seeing, therefore, every human behavior is under His supervision.

These guidelines serve as the moral and ethical foundation for the implementation of the Halo Polisi program, which seeks to provide a space for public aspirations while ensuring that the information conveyed is honest, fair, and accountable. Therefore, this program goes beyond simply delivering news but also carries a social responsibility as a public broadcasting medium that consistently maintains trust and fairness in its service to the community.

Strategically, this program has the potential to enhance the positive image of the police and strengthen social relations with the community, which are crucial for maintaining security and order. Consistent broadcast times also make it easier for listeners to schedule their listening time, thus maximizing the effectiveness of message delivery.

This statement was reinforced by the announcer for program 1, who stated that "Halo Polisi brings the public closer to the police by providing an opportunity for direct, open dialogue. Through this direct dialogue, listeners respond positively, and the police provide new legal knowledge to listeners."

The statement above emphasizes the role of the "Halo Polisi" program as an interactive communication medium that successfully bridges the gap between the public and the police through direct, open dialogue. This open dialogue approach allows the public to

express their aspirations, complaints, or questions directly, creating an atmosphere of constructive two-way communication.

Positive responses from listeners indicate that the public feels valued and heard, which can increase trust and a positive image of the police institution. Furthermore, the police utilize this opportunity to provide useful legal education, so listeners gain not only information but also new knowledge that can increase legal awareness in the community.

The Head of Public Relations for the North Sumatra Regional Police, Senior Commissioner Ferry Walintukan, stated that through this collaboration, the police force is becoming more transparent in communicating its work programs and performance. "RRI is a potential partner for the police in disseminating work programs and performance results. We are also ready to support live broadcasts during major operations such as Operation Ketupat and Operation Lilin, as well as providing regular traffic information," Ferry said (humas.polri.go.id, 2025).

Thus, this program serves not only as a means of public awareness but also as a tool for community empowerment through increased legal understanding and active involvement in public dialogue. Community empowerment is part of development communication, which aims to improve people's lives. Communities must be given the opportunity to play an active role in the development process by understanding existing problems, seeking joint solutions, and making informed decisions (Simamora, 2025). The success of this communication model can strengthen the relationship between the police and the community, which in turn supports the creation of better security and social order.

These indicators indicate that the Halo Polisi program broadcast by RRI Medan on Pro 1 has been running optimally in accordance with the program's objective of strengthening the relationship between the police and the community. Evidence of the realization of this objective is seen in the positive public response and a consistent increase in direct dialogue between listeners and the police. This is in line with Schramm's (1954) two-way communication theory which emphasizes the importance of feedback in effective communication.

Strategies to Improve the Halo Polisi Program

Efforts to optimize the Halo Polisi Program at RRI Medan are being implemented through a well-planned and adaptive strategy that addresses changing audience needs and advances in media technology. Based on interviews with the Broadcast Program Coordinator and Program Sub-Coordinator 1, program quality improvements are being implemented through three core strategies: institutional collaboration, utilization of digital platforms, and adapting broadcast topics based on current issues. These three strategies demonstrate that program management focuses not only on the technical aspects of broadcasting but also on strengthening public service values through a two-way communication approach.

The first strategy is to establish close collaboration with the North Sumatra Regional Police as a regular resource person for each weekly broadcast. This partnership results in stable information, consistent legal education material, and strengthens the police's presence in public dialogue. Theoretically, this step aligns with the concept of relationship management in organizational communication, where strategic partnerships can enhance message credibility and strengthen public trust in the institutions involved. The

involvement of regular resource persons also supports routine engagement, providing audiences with clear expectations regarding program quality and continuity.

The second strategy is to utilize digital platforms to expand reach and increase audience participation. RRI Medan broadcasts the Halo Polisi program not only through conventional radio but also integrates it into the RRI Digital app, streaming services, and its official YouTube channel. Broadcasting via YouTube, particularly through live streaming, allows for more intense interaction because audiences can follow the broadcast visually. The public can see the nonverbal communication of the sources and presenters, as well as supporting visual elements, adding transparency and immersion. This reinforces the Media Convergence theory, which emphasizes the importance of integrating multiple platforms to enhance communication effectiveness in the digital age.

Replays via video uploads after the broadcast also provide added value for audiences unable to attend the live broadcast. Field findings indicate that re-accessible content has a high educational impact, particularly for material addressing legal issues such as online fraud or traffic violations. Thus, digital adaptation not only expands audience reach but also enhances the program's function as a means of ongoing public learning.

The third strategy is adapting broadcast topics to current issues and community needs. The selection of themes such as online fraud, drugs, juvenile delinquency, and traffic issues reflects the program management's responsiveness to social dynamics. This principle of content sustainability aligns with the audience-centered communication approach, which emphasizes that messages tailored to audience needs are more easily understood and impactful. Information relevant to everyday life also increases listener engagement, as they perceive a direct benefit from the broadcast content. Furthermore, the delivery of legal education through this program indirectly supports improving public legal literacy, which is one of the goals of public services in the security sector.

Promotion through Instagram is part of a strategy that complements digitalization efforts. The use of digital flyers uploaded before broadcasts serves as an effective reminder for listeners. Instagram notifications and story updates allow audiences to schedule their time to watch the broadcast, while also reinforcing the program's image as professional and structured content. This aligns with media engagement theory, which emphasizes that visual promotion can create emotional engagement and increase audience readiness to participate in the program.

Overall, these three strategies demonstrate that RRI Medan implements an adaptive, collaborative, and audience-driven management model. The implementation of these strategies not only strengthens the program's function as a public complaint channel but also enhances the effectiveness of two-way communication between the police and the community. Thus, the Halo Polisi program serves not only as a platform for delivering information but also as an educational platform capable of strengthening social relationships and building public trust through an open, relevant, and responsive communication approach.

Obstacles to Optimizing the "Halo Polisi" Program

Any effort to achieve a goal inevitably encounters obstacles. The "Halo Polisi" program, for example, encountered obstacles during the implementation of its strategy and broadcasts. Obstacles encountered in developing the "Halo Polisi" program included

changes in resource persons that did not align with the schedule. This was explained by program sub-coordinator 1, "An obstacle in the "Halo Polisi" program is often the sudden change of resource persons that does not align with the schedule because the resource persons have other commitments. So, when the flyer for this week's broadcast has been created and posted, when the resource person changes, the flyer is replaced and reposted."

This statement reveals an obstacle in the implementation of the "Halo Polisi" program, namely the sudden change of resource persons that does not align with the established schedule. This obstacle is caused by the resource persons having other commitments that cannot be left behind, resulting in a mismatch between the planned schedule and the reality on the ground.

The impact of this change in resource persons is the need to replace promotional materials, in this case, flyers, that have been previously created and posted. This process of replacing flyers and reposting them certainly takes additional time and resources, and has the potential to disrupt the consistency and effectiveness of program promotion. Furthermore, these sudden changes can also cause confusion for audiences who have already seen the initial flyers, thus reducing trust and enthusiasm for the program.

Overall, these obstacles highlight the need for more flexible planning and intensive communication with sources to ensure schedule adherence or at least early notification of changes. Another alternative is to prepare backup sources or more adaptable promotional materials to mitigate the impact of these sudden changes.

4. CONCLUSION

This research demonstrates that the Halo Polisi program on RRI Medan has served as an effective public communication medium in strengthening relations between the community and the police. Key findings demonstrate that the program's effectiveness is reflected in the consistency of its broadcast schedule, increased two-way interaction, and positive public perception of the open and informative dialogue. The use of digital platforms and the alignment of topics with current issues also play a crucial role in expanding audience reach and increasing content relevance amidst changing media consumption patterns. These results confirm that radio, as a public broadcasting medium, remains highly adaptable and maintains its position as a credible source of information in the digital era.

This research's contribution is evident in strengthening understanding of a broadcast-based public communication model that integrates institutional collaboration, technological innovation, and responsiveness to audience needs. Theoretically, this study enriches the literature on two-way communication in the context of public broadcasting institutions. Practically, the research results provide insights for media managers, police institutions, and other government agencies to develop adaptive, interactive, and public service-oriented communication strategies.

However, this research has limitations related to the scope of the data, which only involved internal informants from RRI Medan. These limitations open up opportunities for further research that could incorporate listener perspectives, longitudinal analysis of broadcast content, or evaluations based on social impact measurement. Further research could also examine the effectiveness of similar public communication models across broadcasting institutions to generate more comprehensive policy recommendations.

References

- Aspar, M., & Anshar, I. (2024). Transformasi radio analog ke digital dan inovasi dalam penyiaran. *Jurnal Komunikasi Digital*, 12(3), 45-58.
- De Siqueira, M., et al. (2022). Penggunaan media digital dalam pelayanan publik: Analisis efektivitas dan jangkauan. *Jurnal Teknologi Informasi*, 9(1), 15-30.
- Devi, R. (2020). Pemanfaatan teknologi internet dalam siaran radio streaming: Studi pada Radio Republik Indonesia. *Jurnal Media dan Komunikasi*, 8(2), 112-120.
- Fiske, J. (2005). *Introduction to Communication Studies*. Routledge.
- Harliantara, A. (2025). Peran radio dalam pelayanan publik dan komunikasi interaktif. *Jurnal Ilmu Komunikasi*, 14(1), 77-89.
- Hidayatullah, A., Sutanto, T., & Rahman, S. (2024). Optimalisasi pelayanan publik melalui media penyiaran publik. *Jurnal Pelayanan Publik*, 11(2), 101-115.
- Humas.polri.go.id. (2025) Polda Sumut dan RRI Medan Jalin Kerja Sama Strategis Lewat Program Halo Polisi. Diakses dari <https://humas.polri.go.id/news/detail/2101727-polda-sumut-dan-rri-medan-jalin-kerja-sama-strategis-lewat-program-halo-polisi>
- Irma Yusriani Simamora, et al. "Penerapan Konsep Komunikasi Partisipatif Pada Pembangunan Di Indonesia". *Jurnal Ilmu Komunikasi, Administrasi Publik Dan Kebijakan Negara*, vol. 2, no. 3, July 2025, pp. 180-91, doi:10.62383/komunikasi.v2i3.498.
- Irwanty, G., & Ritonga, E. Y. (2023). Pola Komunikasi Polrestabes Medan untuk Membangun Citra Positif di Kalangan Masyarakat. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 9(1), 45-57.
- Lyons, E., et al. (2018). Media digital terintegrasi dan peningkatan partisipasi publik di kota besar. *Jurnal Studi Media*, 7(4), 205-218.
- Meifilina, S. (2017). Peran Radio Republik Indonesia sebagai lembaga penyiaran publik dalam penguatan nilai budaya nasional. *Jurnal Komunikasi dan Budaya*, 5(1), 49-60.
- Nasution, Y., & Fauzi, M. (2023). Kepercayaan masyarakat terhadap radio sebagai media utama informasi di kawasan perkotaan dan pedesaan. *Jurnal Media Massa*, 10(1), 33-44.
- Nuazzidane, A., & Sai'dah, R. (2023). Eksistensi radio sebagai media penyiaran di era digital. *Jurnal Komunikasi Massa*, 15(2), 88-97.
- Putri, E., & Santoso, B. (2023). Media digital interaktif sebagai sarana transparansi dan partisipasi publik. *Jurnal Teknologi Komunikasi*, 13(1), 22-36.
- Purti, D. (2020). Radio sebagai media penyiaran yang valid dan terpercaya dalam melawan informasi hoaks. *Jurnal Media dan Informasi*, 9(4), 58-69.
- Rahayu, D., Santoso, A., & Wijaya, F. (2023). Ketidakintegrasian sistem pengaduan masyarakat berdampak pada kepercayaan publik terhadap pelayanan kepolisian. *Jurnal Ilmu Sosial dan Politik*, 18(2), 120-134.
- Romli, L. (2009). Radio sebagai media komunikasi massa dalam membangun kontrol sosial. *Jurnal Ilmu Komunikasi*, 3(1), 11-25.
- RRI.co.id. (2025). Kamus kinerja 2025 stasiun siaran luar negeri LPP RRI. Diakses dari <https://share.google/gTNJIDTtAO0bBwOeA>

- Sahara, L. (2022). Strategi RRI Medan dalam mempertahankan eksistensi lembaga penyiaran publik di era digital: Analisis SWOT. Skripsi, Universitas Sumatera Utara, Medan.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (ed. 13). Alfabeta.
- Thomas, J. (2022). Kendala penanganan pengaduan masyarakat oleh kepolisian di Indonesia. *Jurnal Penelitian Kebijakan Publik*, 6(3), 45-58.
- Transnusantara.co.id. (2021). Dialog interaktif program Halo Polisi dalam sosialisasi pencegahan penyebaran Covid-19 di Medan. Diakses dari <https://transnusantara.co.id/halo-polisi-covid19-medann>
- Wikipedia. (2004). Radio. Diakses dari <https://id.wikipedia.org/wiki/Radio>
- Kustiawan, W., Nasution, A., Sari, D. P., Simbolon, J., Mulyani, S., & Wisfa, W. (2022). Radio sebagai proses komunikasi massa. *Jurnal Ilmiah Teknik Informatika dan Komunikasi*, 2(3), 78-84.