



Policy Communication Analysis of the Criminal Investigation Unit in Corruption Prevention in Central Tapanuli Regency

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Abstract

This study examines the implementation and effectiveness of communication policies by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police in preventing corruption. Using a qualitative descriptive approach, data were collected through interviews, observations, and document analysis involving police, government officials, and the community, supported by Negative Dominance Theory. The results show that communication policies are implemented through preventive, educative, and coordinative strategies using persuasive, educative, and informative approaches. These are delivered through direct activities such as socialization, legal counseling, community discussions, and digital media. The combination of negative messages about legal consequences and positive messages promoting transparency effectively increases public awareness and discourages corruption. A humanistic and participatory approach also strengthens trust and collaboration between the police and the community. The effectiveness is supported by leadership commitment, coordination, communication facilities, inter-agency cooperation, and community participation. However, challenges remain, including limited infrastructure, varying public awareness, and bureaucratic constraints. In conclusion, this communication policy contributes significantly to corruption prevention by enhancing awareness, participation, and accountability, while supporting a sustainable anti-corruption culture.

Keywords : Communication Policy, Corruption Prevention, Persuasive Communication, Educative Communication, Informative Communication.

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INTRODUCTION

Corruption is widely recognized as an extraordinary crime due to its systemic and destructive impact on multiple dimensions of national life (Ridwan et al., 2025). Beyond causing substantial economic losses, corruption undermines democratic values, erodes public trust, and weakens governance structures. If left unchecked, it can evolve into a normalized practice embedded within institutional and social cultures, making it increasingly difficult to eradicate. In many cases, corruption is driven by excessive material desires and the abuse of power, which further amplifies its detrimental effects across sectors (Fatma, 2025).

In recent decades, corruption has become a prominent global issue, transcending regional boundaries and posing a significant threat to national development agendas (Ali, 2025). In Indonesia, corruption remains a critical challenge in achieving the national goal of a just and prosperous society. Reports from institutions such as the Indonesia Corruption Watch indicate that corruption cases continue to rise, with 791 cases recorded in 2023 involving 1,695 suspects and state losses reaching approximately IDR 28.4 trillion. Similarly, the Corruption Eradication Commission documented extensive law enforcement activities, including investigations, prosecutions, and case executions (Rahmad Prasetyo & Faisal Santiago, 2025). Although Indonesia's score in the Transparency International Corruption Perceptions Index improved from 34 to 37 in 2024, structural and political challenges persist, indicating that enforcement efforts alone are insufficient.

At the regional level, North Sumatra Province represents one of the areas with a relatively high number of corruption cases, ranking second nationally in 2023. This condition highlights the urgency of strengthening both repressive and preventive measures (Prasetyo et al., 2025). While law enforcement plays a crucial role, scholars argue that preventive strategies such as transparency, public awareness, and effective communication are equally essential in addressing corruption (Khan et al., 2021). In this regard, policy communication emerges as a strategic instrument to shape public understanding, encourage participation, and foster accountability among stakeholders. Previous studies on corruption prevention in Indonesia have largely focused on legal enforcement mechanisms, governance reforms, and institutional accountability (Salim et al., 2025). For instance, research by Pratama (2021) emphasizes the importance of preventive approaches through moral education and transparency, while Rasyid and Setiyono (2021) highlight the need for integrating preventive and repressive strategies. Other studies have explored anti-corruption education, digital governance systems, and public sector reforms as key drivers of corruption reduction. However, limited attention has been given to the role of policy communication, particularly at the local law enforcement level, such as the Criminal Investigation Unit (Reserse Kriminal/Reskrim) within district police offices (Idris et al., 2025).

Empirical studies rarely examine how communication strategies influence public perception and engagement in corruption prevention, especially within the framework of modern policing paradigms such as Presisi Polri (Predictive, Responsibility, and Transparency with Justice) (Farid, 2025). The application of communication theories, such as the Negative Dominance Theory, is also underexplored in the context of corruption prevention. This theory suggests that negative information tends to have a stronger impact on public perception than positive information, which



is highly relevant in understanding public distrust toward law enforcement institutions in corruption cases (Safrizal et al., 2025). This study identifies a significant research gap in the lack of comprehensive analysis on how policy communication by local law enforcement agencies contributes to corruption prevention. Specifically, there is insufficient understanding of how communication practices within the Criminal Investigation Unit of district police offices shape transparency, accountability, and community participation in corruption prevention efforts. Therefore, this research aims to analyze policy communication conducted by the Criminal Investigation Unit of the Police Resort (Polres) in Central Tapanuli Regency in preventing corruption, within the framework of Presisi Polri. By employing a qualitative approach informed by grounded theory, this study seeks to explore the underlying social dynamics, communication patterns, and institutional practices that influence corruption prevention efforts at the local level.

The novelty of this research lies in several aspects. First, it integrates policy communication analysis with corruption prevention at the local policing level, which remains underexplored in existing literature. Second, it applies the Negative Dominance Theory to examine how communication strategies can counterbalance negative public perceptions of law enforcement. Third, it contextualizes corruption prevention within the Presisi Polri framework, offering a contemporary perspective on policing reform in Indonesia. Finally, this study incorporates moral and ethical dimensions derived from Islamic communication principles, such as *amanah* (trustworthiness), *sidq* (honesty), and *tabligh* (truthful communication), thereby providing a more holistic approach to corruption prevention. In conclusion, this research is expected to contribute both theoretically and practically by offering insights into the role of policy communication as a strategic tool in preventing corruption, strengthening public trust, and supporting the realization of transparent and accountable governance in Indonesia.

METHODS

Research Design and Approach

This study employs a field research design, which involves direct engagement with the research setting to obtain rich, contextual, and experience-based data from relevant informants (Lim, 2025). This design is particularly appropriate because the core issues addressed in this research namely communication practices, institutional synergy, and corruption prevention can only be fully understood through real-world observation and interaction within the Central Tapanuli Police Resort (Polres) (Köhler, 2024). A descriptive qualitative approach is adopted to explore and interpret social phenomena holistically. This approach allows the researcher to examine behaviors, communication patterns, policy implementation processes, and institutional dynamics in a natural setting. It is especially suitable for understanding how communication occurs between police investigators and government officials, as well as how such interactions contribute to the implementation of Law No. 20 of 2001 on Corruption Eradication. Through descriptive analysis, the study systematically presents factual findings to generate meaningful interpretations and conclusions. The research was conducted at the Central Tapanuli Police Resort (Polres Tapanuli Tengah) and relevant government institutions within the same jurisdiction. These locations were selected due to their direct involvement in corruption prevention efforts and inter-agency coordination. The research process was carried out over several stages, beginning with the formulation of the research topic and proposal development, followed by data collection, data



analysis, and the preparation of the final report. The entire research was conducted over a period of approximately five months, allowing sufficient time to gather in-depth and reliable data.

The selection of informants was conducted purposively, focusing on individuals who possess direct knowledge, experience, and involvement in corruption prevention efforts. The researcher acts as the primary instrument in this qualitative study, supported by interview guidelines, observation tools, and documentation techniques. Informants include law enforcement personnel such as the Deputy Chief of Police, unit heads, and operational officers. These individuals were chosen because of their direct roles in law enforcement, investigation processes, and institutional coordination. Their insights provide valuable information regarding operational challenges, communication practices, and strategies used in corruption prevention. In addition to law enforcement, informants also include government representatives and members of the community. These participants offer perspectives on governance practices, public service delivery, and the societal impact of corruption and law enforcement policies. The inclusion of diverse informants ensures a more balanced and comprehensive understanding of the issue.

Data Sources

The study utilizes both primary and secondary data to strengthen the analysis. Primary data are obtained directly from the field through interviews, observations, and documentation. These data provide detailed insights into communication patterns, coordination mechanisms, and challenges encountered in corruption prevention. Secondary data consist of academic literature, previous research findings, official documents, legal frameworks, and institutional reports. These sources provide theoretical grounding and contextual background, supporting the interpretation of primary data.

Data Collection and Analysis Techniques

Data collection in this study is conducted through observation, interviews, and documentation. Observation is carried out in a non-participatory manner, where the researcher observes interactions and activities without direct involvement. This allows for an objective understanding of communication dynamics between police and government institutions, including coordination meetings, public outreach activities, and inter-agency collaborations. Interviews are conducted in-depth and semi-structured, enabling flexibility in exploring informants' experiences and perspectives. This method allows the researcher to gather detailed information regarding communication strategies, institutional roles, and challenges in implementing anti-corruption policies. Documentation serves as a complementary technique, involving the collection of written and visual materials such as official reports, meeting records, policy documents, and photographs of activities. These materials provide concrete evidence and strengthen the validity of the findings.

The data analysis process follows the interactive model proposed by Matthew B. Miles and A. Michael Huberman. This process involves continuous and iterative analysis throughout the research. Data condensation is carried out by selecting and simplifying relevant information obtained from the field. This step focuses on identifying key themes related to communication, coordination, and corruption prevention strategies. The aim is to reduce data complexity while maintaining essential meanings. Data display involves organizing the condensed data into descriptive narratives, tables, and visual representations. This step facilitates a clearer understanding of relationships, patterns, and dynamics among the actors involved. Conclusion drawing and



verification are conducted by identifying recurring patterns and themes, followed by continuous validation through cross-checking data from multiple sources and methods. This ensures that the findings accurately reflect the reality in the field.

Data Validity Techniques

To ensure the credibility and trustworthiness of the findings, several validation strategies are employed. Prolonged engagement is conducted by maintaining sustained interaction with the research setting and informants, allowing the researcher to gain deeper insights and build trust. Persistent observation is applied to ensure consistency and accuracy in capturing data, particularly in understanding communication dynamics and institutional interactions. This involves repeated observation and careful analysis of key phenomena. Triangulation is used to verify data by comparing information obtained from different sources, methods, and timeframes. This approach enhances the reliability of the findings by ensuring that conclusions are supported by multiple forms of evidence. The methodological approach adopted in this study provides a comprehensive framework for understanding the role of communication in corruption prevention. By integrating field-based qualitative methods with systematic data analysis, this research offers in-depth insights into the synergy between law enforcement and government institutions. This approach ultimately supports the exploration of policy communication as a strategic instrument in realizing the principles of *Presisi Polri*, particularly in promoting transparency, accountability, and justice in governance.

RESULTS AND DISCUSSION

Forms and Implementation of Communication Policy in Corruption Prevention

The findings reveal that the communication policy implemented by the Criminal Investigation Unit (*Sat Reskrim*) of the Central Tapanuli Police Resort plays a strategic role in preventing corruption and promoting transparent governance (Simanjuntak et al., 2026). This policy is not limited to repressive law enforcement actions but is strongly oriented toward preventive efforts through effective communication among police officers, government institutions, and the community. The approach emphasizes openness, transparency of public information, legal socialization, and continuous public education. Through these efforts, corruption prevention is framed as a shared responsibility that requires active participation from all elements of society. In its implementation, this communication policy is realized through a combination of formal and informal strategies. Activities such as inter-agency coordination meetings, legal counseling, and anti-corruption campaigns are routinely conducted. At the same time, informal approaches such as community visits, casual discussions, and the use of social media are utilized to ensure that communication remains accessible, relatable, and widely disseminated. This two-way communication model allows the public not only to receive information but also to actively participate by providing feedback, reporting irregularities, and engaging in social oversight (Salterio et al., 2021).

Insights from interviews with key informants further strengthen these findings. The Head of the Police Resort emphasized that communication policies are implemented through strong institutional collaboration with national and regional bodies, including anti-corruption agencies and financial oversight institutions. These collaborations are realized through coordination meetings,



joint monitoring, and evaluation activities aimed at strengthening corruption prevention systems. Similarly, the Deputy Chief of Police highlighted that communication strategies are designed to be open and community-oriented, stressing that corruption prevention cannot rely solely on enforcement but must also involve active public engagement through education and transparency. Operational officers also emphasized the importance of adaptive and humanistic communication. One informant explained that communication does not always occur in formal settings but is often embedded in everyday interactions, such as during community visits or informal gatherings. This approach allows anti-corruption messages to be delivered in a more relaxed and relatable manner, making them easier for the public to understand and accept. Another informant highlighted the importance of communication in public service delivery, noting that clarity, empathy, and patience in interacting with citizens are essential for building trust and ensuring effective service.

Further interviews revealed that field officers actively engage in outreach activities across multiple districts, including Barus, Pandan, Sorkam, and Pinangsori. These activities include legal education in schools, discussions with village officials, and direct engagement with community members. According to the informants, such approaches are more effective because they foster a sense of inclusion and partnership, rather than authority-driven instruction. As a result, the public becomes more aware of the importance of transparency and accountability in preventing corruption. The practical implementation of these communication policies is reflected in a series of structured activities carried out throughout 2025 and early 2026, as summarized in the following table.

Table 1. Forms of Communication and Policy Implementation Activities of Sat Reskrim Polres Tapanuli Tengah (2025–2026)

No	Activity Description	Date
1	Coordination meeting and strengthening synergy with anti-corruption and government institutions	March 2025
2	Coordination with audit and oversight institutions regarding financial irregularities cases	June 2025
3	Coordination with inspectorate on misuse of public health funds	June 2025
4	Monitoring and evaluation of village infrastructure development issues	May 2025
5	Follow-up coordination on audit findings and financial accountability	August 2025
6	Participation in bureaucratic reform coordination meeting	September 2025
7	Acceleration of follow-up audit recommendations	October 2025
8	Participation in national coordination on government supervision	October 2025
9	Monitoring of village fund realization across multiple districts	November 2025
10	Monitoring civil servant neutrality in elections (various districts)	November 2025
11	Additional monitoring of neutrality implementation	November 2025
12	Regional supervision coordination meeting	December 2025
13	Coordination on planning and budgeting evaluation	January 2026
14	National coordination on anti-corruption synergy with government	May 2026



No	Activity Description	Date
15	Supervision of village fund utilization (Phase I)	April 2026
16	Socialization of regional regulation on village financial management	May 2026
17	Continued socialization and preventive communication activities	July 2026

The table illustrates that communication policies are implemented not only through messaging but also through concrete institutional actions, including coordination, monitoring, evaluation, and public education. These activities demonstrate a comprehensive and sustained effort to integrate communication into corruption prevention strategies. Overall, the communication policy of Sat Reskrim Polres Tapanuli Tengah can be characterized as transparent, collaborative, and community-centered. By combining formal institutional coordination with informal community engagement and supported by consistent field activities, the policy effectively strengthens public trust, encourages participation, and enhances accountability. This integrated approach ultimately contributes to the development of a culture of integrity and supports the realization of clean and corruption-free governance in Central Tapanuli Regency.

Communication Policy Orientation: Early Prevention, Supervision, and Accountability

The implementation of the communication policy by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police reflects a strategic and preventive approach aimed at minimizing corruption risks from the earliest stages. The policy prioritizes supervision of public financial management, particularly Village Funds, Health Operational Assistance (BOK), National Health Insurance (JKN), and regional treasury funds, which are considered highly vulnerable to misuse due to their decentralized administration and direct impact on public welfare. In addition, monitoring the neutrality of civil servants and village officials is emphasized to prevent conflicts of interest, especially in political contexts. Overall, the policy is characterized by its preventive, educative, and coordinative nature, emphasizing transparency, accountability, and inter-agency collaboration. The communication strategy is strongly oriented toward early prevention and supervision by fostering awareness among both public officials and the community. Rather than functioning solely as a medium for information dissemination, communication serves as a tool to encourage responsible, transparent, and accountable management of public resources. Through continuous socialization and guidance, Sat Reskrim promotes an open and participatory monitoring system, enabling potential irregularities to be identified and addressed before they develop into corruption cases. This proactive approach ensures that corruption risks are minimized from the planning phase through implementation.

The primary targets of supervision include key public funding sectors such as Village Funds, BOK, JKN, and regional financial resources. These sectors are particularly prone to misuse due to their scale and management at the local level. Through sustained communication efforts, Sat Reskrim emphasizes both the legal obligations and ethical responsibilities of public officials in managing these funds. At the same time, the policy extends beyond financial oversight by addressing the importance of bureaucratic neutrality. Monitoring activities are intensified, particularly during politically sensitive periods, to ensure that civil servants and village officials remain professional and free from partisan influence, thereby preserving institutional integrity. In



strengthening bureaucratic integrity, communication strategies are designed to instill core values such as honesty, responsibility, and transparency. Through persuasive and educational approaches, public officials are encouraged to internalize these values as fundamental principles of governance. This contributes to the development of a work culture that prioritizes accountability and reduces opportunities for corruption. The policy's defining characteristics preventive, educative, and coordinative work in synergy to address both structural and behavioral aspects of corruption, making the communication approach more comprehensive and effective.

The policy also highlights the importance of synergy and public transparency. Collaboration with institutions such as anti-corruption agencies, supervisory bodies, and local government entities strengthens the overall effectiveness of corruption prevention efforts. At the same time, public participation is actively encouraged through open access to information and reporting mechanisms. This inclusive approach allows communities to play a direct role in monitoring government activities, thereby reinforcing accountability and building trust between the public and law enforcement. From the perspective of Negative Dominance Theory, the communication policy demonstrates a balanced yet impactful approach. Sat Reskrim employs strong negative messages that emphasize the legal consequences and social impacts of corruption to create deterrence and psychological awareness. As reflected in interview findings, these messages are deliberately framed to instill fear of legal sanctions while remaining relatable through the use of real case examples. One informant explained that firm and explicit messaging helps the public clearly understand the risks, while another highlighted that simple but striking messages such as reminders that “illegal money will never bring peace” encourage individuals to reconsider engaging in corrupt behavior.

The communication strategy also effectively identifies its audience, targeting civil servants, village officials, and the broader community across various regions. Direct engagement through village outreach, school programs, and institutional visits ensures that anti-corruption messages reach diverse groups. Interview insights reveal that these activities are designed not only to inform but also to build awareness and responsibility among different societal levels, demonstrating an inclusive and participatory communication approach. The credibility of communication is reinforced by the role of Sat Reskrim officers as primary communicators. Their authority and expertise in handling corruption cases enhance public trust in the information delivered. Importantly, communication is not one-directional; community feedback in the form of reports, suggestions, and complaints is actively incorporated into policy evaluation and strategy improvement. This two-way communication model strengthens engagement and ensures that the approach remains adaptive to local conditions.

The use of diverse communication channels significantly enhances the effectiveness of the policy. Face-to-face interactions are complemented by digital platforms such as Instagram, Facebook, and WhatsApp, as well as collaboration with local media. Interviews indicate that sharing visual documentation of activities and handled cases through social media allows the public to directly observe the consequences of corruption, thereby increasing transparency and reinforcing deterrence. These multi-channel strategies make communication more accessible, interactive, and impactful. In conclusion, the communication policy implemented by Sat Reskrim Polres Tapanuli Tengah represents a comprehensive and well-structured approach to corruption prevention. By integrating early supervision, educational outreach, institutional collaboration, and strategic communication grounded in Negative Dominance Theory, the policy successfully promotes legal awareness, psychological deterrence, and active public participation. This approach not only



strengthens transparency and accountability in regional governance but also contributes to the gradual formation of a sustainable anti-corruption culture within the community.

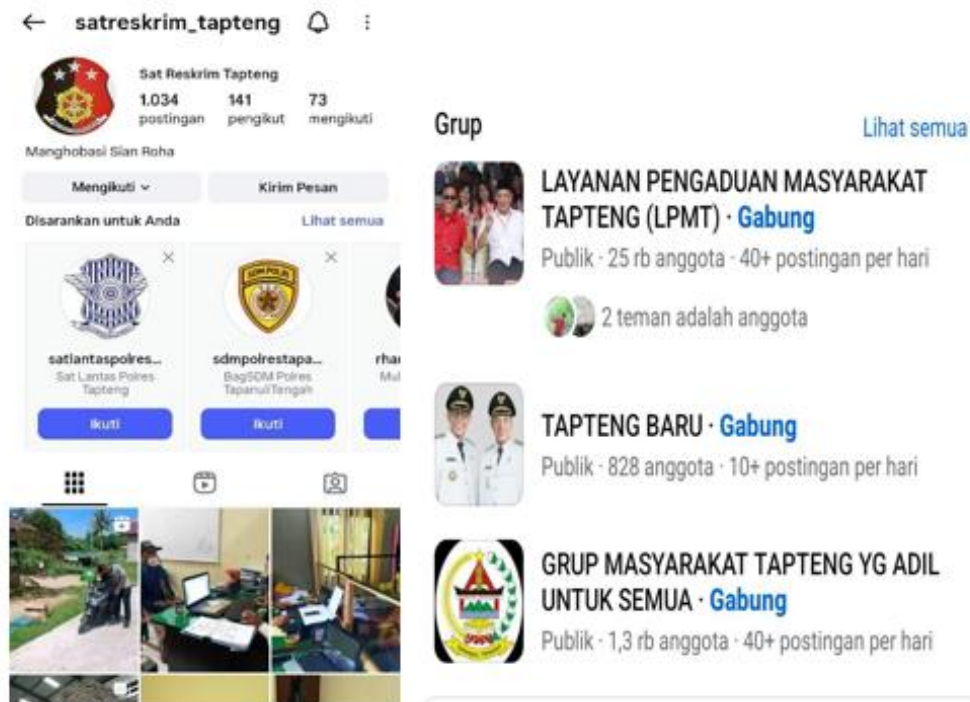


Figure 1. Social Media as a Form and Implementation of Communication Policy

Figure 1 illustrates the utilization of social media platforms as a strategic communication tool by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police in implementing anti-corruption policies. Social media serves not only as a medium for information dissemination but also as an interactive platform that connects law enforcement institutions with the public in a more open, transparent, and accessible manner. Through official platforms such as Instagram, Facebook, and WhatsApp groups, Sat Reskrim actively shares content related to anti-corruption campaigns, legal education, public outreach activities, and documentation of law enforcement actions. These include photos and videos of socialization programs, coordination meetings, and even handled corruption cases, allowing the public to directly observe the real consequences of corrupt practices. This transparency is intended to build public trust and strengthen the deterrent effect by making legal processes more visible. In addition, community-based Facebook groups such as public complaint forums and regional discussion groups function as participatory channels where citizens can submit reports, provide feedback, and engage in dialogue. These platforms enable two-way communication, ensuring that the public is not merely a passive recipient of information but an active participant in corruption prevention efforts. Overall, the use of social media in this context reflects a modern, adaptive communication strategy that combines preventive, educative, and participatory elements. It enhances the reach and effectiveness of anti-corruption messages while fostering greater community involvement, transparency, and accountability in governance.

The communication policy implemented by the Criminal Investigation Unit (Sat Reskrim) of Tapanuli Tengah Police reflects a comprehensive, preventive, and collaborative approach to corruption prevention. The strategy is not limited to law enforcement but extends to building



awareness, strengthening transparency, and fostering public participation. Communication is directed toward early supervision of public funds such as Village Funds, BOK, JKN, and regional budgets, while also emphasizing the importance of bureaucratic integrity, including monitoring the neutrality of civil servants and village officials. Through persuasive, educational, and coordinated communication, the policy aims to create a governance system that is accountable, transparent, and resistant to corruption practices. The findings also show that this communication policy is closely aligned with the Negative Dominance Theory proposed by Covello and Sandman, where strong, clear, and sometimes fear-inducing messages are balanced with positive and participatory engagement. Sat Reskrim actively delivers firm messages regarding legal consequences and social impacts of corruption to create psychological awareness and deterrence. Interviews with key informants, such as Muhammad Iskand, emphasize that these messages are intentionally designed to instill fear of legal sanctions while simultaneously building moral responsibility. Similarly, operational officers explain that real case examples are often shared during socialization activities, making the risks of corruption more tangible and relatable for the community.

At the same time, the communication strategy targets a broad audience, including government officials, village apparatus, and the general public. Interviews with field officers reveal that direct engagement through village visits, school outreach, and informal discussions has been effective in increasing public understanding. These approaches are supported by the use of digital media such as Instagram, Facebook, and WhatsApp, which function as interactive platforms for disseminating information, sharing real cases, and receiving feedback. Informants highlight that social media enhances transparency and allows the public to directly observe the consequences of corrupt practices, thereby reinforcing both awareness and deterrence. Communication is also characterized by a two-way interaction model, where feedback from the community plays a critical role. As noted in interviews, reports, suggestions, and complaints from citizens are continuously used to evaluate and improve communication strategies. This participatory approach strengthens trust in law enforcement and ensures that anti-corruption initiatives remain relevant to local conditions. The response from the public has been increasingly positive, with more citizens actively reporting irregularities and participating in legal awareness programs, indicating that the communication policy has begun to produce tangible outcomes in strengthening public integrity. To clarify the implementation of this communication policy, the following table summarizes the key components, strategies, and supporting interview insights:

Table 2. Implementation of this communication policy

Aspect of Communication Policy	Implementation Strategy	Key Interview Insights	Impact
Preventive supervision	Monitoring village funds, BOK, JKN, and regional budgets	Officers emphasize early detection to prevent misuse	Reduces potential corruption risks
Negative messaging	Delivering firm messages about legal sanctions and real cases	Informants highlight fear-based awareness as deterrence	Builds psychological resistance to corruption
Audience targeting	Government officials, village apparatus, and community	Outreach conducted in villages, schools, and institutions	Expands awareness across social levels



Aspect of Communication Policy	Implementation Strategy	Key Interview Insights	Impact
Communication channels	Face-to-face meetings, social media, and community forums	Social media used to share real cases and updates	Enhances transparency and accessibility
Message balance	Combining legal warnings with positive moral encouragement	Officers stress humanistic and dialogic approaches	Improves message acceptance
Public participation	Encouraging reporting, feedback, and dialogue	Community increasingly active in reporting cases	Strengthens collaborative governance
Psychological impact	Creating awareness through real examples and enforcement visibility	Informants note increased fear and caution among citizens	Promotes law and compliance and integrity
Institutional synergy	Coordination with KPK, BPKP, and local government	Leaders emphasize cross-agency collaboration	Improves accountability and policy effectiveness

Overall, the communication policy of Sat Reskrim Polres Tapanuli Tengah demonstrates a structured and impactful approach that integrates legal authority, community engagement, and strategic messaging. Through a balance of deterrence and education, as well as the integration of traditional and digital communication channels, the policy not only disseminates information but also shapes public attitudes and behavior. The inclusion of community feedback and inter-agency collaboration further strengthens the effectiveness of this approach, contributing to the gradual development of an anti-corruption culture and a more transparent governance system in Tapanuli Tengah.

Effectiveness of Persuasive, Educative, and Informative Communication in Supporting the Implementation of Communication Policy by the Criminal Investigation Unit (Sat Reskrim) of Central Tapanuli Police

The effectiveness of persuasive, educative, and informative communication plays a crucial role in determining the success of communication policy implementation by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police Resort. These three communication approaches are complementary and collectively contribute to building a constructive relationship between law enforcement officers and the community. Persuasive communication encourages public awareness and voluntary participation in maintaining security and reporting corruption, while educative communication strengthens public understanding of legal procedures, norms, and the negative impacts of corruption. Informative communication, on the other hand, ensures that institutional activities and policies are conveyed transparently, accurately, and in an accessible manner.

Findings from interviews with key informants including police officers and community representatives indicate that the communication strategies implemented by Sat Reskrim are generally effective and positively received. Aiptu Donal Sihotang emphasized that current communication practices are more open and easily understood by the public, particularly through direct engagement in villages where officers interact informally with citizens. This approach



encourages community members to share information and express concerns without hesitation. Similarly, Ipda Tua Surya Sijabat highlighted that community-based activities such as informal gatherings and public discussions create a relaxed atmosphere, enabling more open dialogue and strengthening trust between the police and the community. Further insights from Ipda Prancyus Sinaga reveal that communication strategies in areas such as Manduamas have successfully fostered openness and active participation among citizens. The use of informal discussions and community involvement has reduced social barriers and increased collaboration in maintaining social order. These findings are reinforced by Aiptu Rudi Purba and Nurjalilah, who noted that modern society demands transparent, clear, and educative communication. They emphasized that communication must not merely instruct but also engage and empower the public, ensuring that messages are delivered in a respectful and understandable manner.

Community perspectives further validate these findings. Informants such as Yogi, Sulastri, and Suhendra expressed that police communication has become more approachable, interactive, and relevant to daily life. They noted that officers now prioritize dialogue, provide real-life examples, and create space for public participation. This shift has reduced fear, increased legal awareness, and strengthened trust in law enforcement institutions. As a result, the community is more willing to cooperate, report incidents, and support policy implementation. The effectiveness of these communication approaches can be summarized as follows:

Table 3. Effectiveness of Communication Approaches

Communication Type	Implementation Characteristics	Interview Insights	Impact
Persuasive	Humanistic, informal, dialogic approach	Community feels comfortable and involved (Donal, Tua Surya)	Increased participation and trust
Educative	Legal counseling, contextual explanations	Public better understands law and responsibilities (Prancyus, Rudi Purba)	Improved legal awareness
Informative	Transparent information via media and direct communication	Clear and accurate information builds credibility (Nurjalilah)	Strengthened public trust and reduced misinformation
Overall Impact	Integration of all approaches	Community actively participates and collaborates	Effective and accepted communication policy

The implementation of persuasive, educative, and informative communication by Sat Reskrim Polres Central Tapanuli has proven to be effective in fostering trust, participation, and legal awareness within the community. The communication strategy is characterized by a humanistic, transparent, and adaptive approach, enabling policies to be well received and effectively implemented. These communication practices contribute significantly to strengthening collaboration between police and society, ensuring that the public is not merely a passive recipient of information but an active partner in maintaining security and preventing corruption. This demonstrates that effective communication is not only about message delivery but also about building mutual understanding, trust, and shared responsibility.

Supporting and Inhibiting Factors in the Implementation of Communication Policy for Corruption Prevention



In implementing communication policies aimed at preventing corruption, Sat Reskrim Polres Central Tapanuli is influenced by various supporting and inhibiting factors. Supporting factors include strong internal coordination among police personnel, increasing public legal awareness, and the role of media in disseminating positive information regarding anti-corruption efforts. Additionally, the open and communicative attitude of officers serves as a key asset in building trust and fostering close relationships with the community. However, several challenges remain. Some segments of society still demonstrate low awareness or concern regarding corruption issues. Limited communication infrastructure in rural areas also restricts the reach of information dissemination. Moreover, bureaucratic culture that is sometimes slow to adapt poses additional obstacles to the effective implementation of communication strategies. Despite these challenges, Sat Reskrim continues to adapt and innovate its communication approaches to ensure that messages are effectively conveyed and understood by all segments of society. This ongoing effort highlights the importance of flexibility and responsiveness in implementing communication policies within dynamic social contexts.

Supporting Factors in the Implementation of Communication Policy by the Criminal Investigation Unit (Sat Reskrim) of Central Tapanuli Police in Corruption Prevention

The successful implementation of communication policy by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police is strongly influenced by a range of supporting factors that operate both internally within the institution and externally within the community. These factors collectively ensure that communication processes run effectively, coordination is well maintained, and corruption prevention efforts can be carried out optimally and sustainably. From an institutional perspective, leadership support emerges as a fundamental driving force. Based on interview findings, Muhammad Iskand (2025) emphasized that consistent direction, motivation, and guidance from leaders significantly enhance the performance of officers in the field. This is reinforced by Bripka Andika Heriansyah (2025), who highlighted that administrative readiness, structured coordination, and routine training contribute to strengthening members' understanding of communication policies and operational procedures. Such conditions create a professional environment where communication flows clearly and minimizes misinterpretation during policy implementation.

Equally important is the strong internal cohesion among personnel. Interviews with operational officers such as Aiptu Rudi Purba (2025), Briptu John Situmorang (2025), and Briptu Alex Sandi (2025) reveal that teamwork, mutual trust, and open communication within the unit significantly facilitate rapid information exchange and decision-making. This internal solidarity ensures that every piece of information especially related to potential corruption cases can be responded to quickly and accurately. The presence of adequate communication facilities, including radio communication tools, WhatsApp groups, and social media platforms, further strengthens coordination efficiency and responsiveness in the field. In addition to internal factors, community participation plays a crucial role as an external supporting element. Several informants, including Aiptu Donal Sihotang (2025) and Ipda Tua Surya Sijabat (2025), noted that public awareness and willingness to provide information have significantly improved. Communities in areas such as Barus, Manduamas, and Pinang Sori are now more open and proactive in reporting suspicious activities. This reflects the success of a humanistic and approachable communication strategy, where police officers engage directly with citizens through informal dialogues, social activities, and



community-based interactions. As explained by Ipda Prancyus Sinaga (2025), a relaxed yet firm communication style fosters trust and encourages citizens to actively collaborate with law enforcement.

Inter-agency coordination and collaboration with local stakeholders, including village officials and community leaders, enhance the effectiveness of communication delivery. These partnerships ensure that anti-corruption messages are disseminated more broadly and adapted to local contexts. The use of social media as a communication tool also plays a strategic role in expanding outreach, enabling faster and more transparent dissemination of information to the public. The findings also indicate that a humanistic communication approach is a key determinant of success. Officers consistently apply friendly, simple, and non-intimidating communication styles, making messages easier to understand and more acceptable to diverse community groups. This approach not only improves public trust but also strengthens emotional connections between the police and society, which is essential for long-term cooperation in corruption prevention. To provide a clearer overview, the main supporting factors identified in this study are summarized in the following table:

Table 4. The main supporting factors identified

Supporting Factor	Description	Impact on Communication Policy Implementation
Leadership Support	Direction, motivation, and supervision from leaders	Enhances focus, discipline, and clarity in communication execution
Team Cohesion	Strong collaboration and openness among members	Accelerates coordination and decision-making
Community Participation	Public willingness to report and share information	Strengthens monitoring and corruption prevention efforts
Communication Facilities	Availability of HT, social media, and digital platforms	Improves speed and efficiency of information dissemination
Inter-agency Coordination	Collaboration with government and community leaders	Expands reach and effectiveness of communication
Routine Training	Continuous capacity building for members	Increases professionalism and communication competence
Humanistic Approach	Friendly, simple, and relatable communication style	Builds trust and encourages public engagement
Social Media Utilization	Strategic use of digital platforms	Broadens audience reach and enhances transparency
Trust and Closeness	Strong relationship between police and community	Facilitates cooperation and information exchange

The implementation of communication policy by Sat Reskrim Polres Tapanuli Tengah is strongly supported by a combination of structural, cultural, and technological factors. Leadership commitment, team solidarity, adequate infrastructure, and active community involvement form a solid foundation for effective communication (Gisevius et al., 2025). These elements not only facilitate smooth coordination but also foster trust, participation, and shared responsibility between the police and society (Meneses-La-Riva et al., 2025). Consequently, corruption prevention efforts become more effective, adaptive, and widely accepted, contributing to the realization of transparent, accountable, and integrity-driven governance in Central Tapanuli.



Supporting Factors in the Implementation of Communication Policy by the Criminal Investigation Unit (Sat Reskrim) of Central Tapanuli Police in Corruption Prevention

The implementation of communication policy by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police demonstrates a strong foundation supported by both internal institutional capacity and external community engagement. These supporting factors play a crucial role in ensuring that communication processes are effective, coordinated, and capable of strengthening corruption prevention efforts in a sustainable manner. From an internal perspective, leadership support emerges as a central determinant of success. Interview findings indicate that consistent direction, supervision, and motivation from leadership significantly enhance operational effectiveness. As highlighted by Muhammad Iskand, strong leadership guidance ensures that members remain focused and aligned with institutional goals. This is further reinforced by Bripta Andika Heriansyah, who emphasized that administrative readiness, structured coordination, and routine training improve members' understanding of communication procedures, thereby minimizing miscommunication and enhancing professionalism.

Another key internal factor is team cohesion and solidarity among personnel. Interviews with operational officers such as Aiptu Rudi Purba, Bripta John Situmorang, and Bripta Alex Sandi reveal that strong teamwork, mutual trust, and open internal communication significantly facilitate rapid information exchange and decision-making. This internal synergy ensures that any information related to potential corruption cases can be handled quickly and accurately. The availability of adequate communication facilities, including radio systems, WhatsApp groups, and social media platforms, further strengthens coordination and responsiveness in operational activities (Kordova & Hirschprung, 2023).

Externally, community participation represents a critical supporting factor. Informants such as Aiptu Donal Sihotang and Ipda Tua Surya Sijabat noted a significant increase in public awareness and willingness to provide information. Communities in regions such as Barus, Manduamas, and Pinang Sori have become more open and proactive in reporting suspicious activities. This development reflects the effectiveness of a humanistic communication approach, where officers engage directly with citizens through informal dialogue and community-based interactions (Huttunen et al., 2022). As explained by Ipda Prancyus Sinaga, a relaxed yet firm communication style fosters trust and encourages active collaboration between the public and law enforcement.

In addition, inter-agency coordination and collaboration with local stakeholders including village officials and community leaders enhance the effectiveness of communication strategies. These partnerships allow anti-corruption messages to be disseminated more broadly and adapted to local socio-cultural contexts. The strategic use of social media also plays a vital role in expanding communication reach, enabling faster, more transparent, and more accessible information dissemination to the public. Importantly, the findings highlight that a humanistic communication approach serves as a key success factor. Officers consistently employ friendly, simple, and non-intimidating communication styles, making messages more easily understood and accepted across diverse community groups. This approach not only strengthens public trust but also builds emotional connections that are essential for long-term cooperation in corruption prevention efforts. To provide a clearer and more systematic overview, the main supporting factors are summarized in the following table:



Table 5. The main supporting factors

Supporting Factor	Description	Impact on Communication Policy Implementation
Leadership Support	Direction, motivation, and supervision from leaders	Enhances focus, discipline, and clarity in communication execution
Team Cohesion	Strong collaboration and openness among members	Accelerates coordination and decision-making
Community Participation	Public willingness to report and share information	Strengthens monitoring and corruption prevention efforts
Communication Facilities	Availability of HT, social media, and digital platforms	Improves speed and efficiency of information dissemination
Inter-agency Coordination	Collaboration with government and community leaders	Expands reach and effectiveness of communication
Routine Training	Continuous capacity building for members	Increases professionalism and communication competence
Humanistic Approach	Friendly, simple, and relatable communication style	Builds trust and encourages public engagement
Social Media Utilization	Strategic use of digital platforms	Broadens audience reach and enhances transparency
Trust and Closeness	Strong relationship between police and community	Facilitates cooperation and information exchange

Overall, the implementation of communication policy by Sat Reskrim Polres Tapanuli Tengah is supported by a combination of structural, cultural, and technological strengths. Leadership commitment, internal solidarity, adequate infrastructure, and active community involvement collectively create an effective communication ecosystem. These factors not only ensure smooth coordination but also foster trust, participation, and shared responsibility between the police and society. As a result, corruption prevention efforts become more effective, adaptive, and widely accepted, contributing to the realization of transparent, accountable, and integrity-driven governance in Central Tapanuli.

CONCLUSION

The findings indicate that the communication policy implemented by the Criminal Investigation Unit (Sat Reskrim) of the Central Tapanuli Police Resort is fundamentally oriented toward transparency, inter-agency coordination, and community participation. The communication strategy is predominantly preventive and educational, focusing on public fund oversight, legal awareness campaigns, and strengthening the integrity of public officials. Through a collaborative and transparent approach, this policy has contributed to building public trust and enhancing governmental accountability, ultimately supporting the realization of clean and corruption-free governance. Furthermore, persuasive, educational, and informative communication plays a crucial role in strengthening the effectiveness of these policies within the framework of Presisi Polri. Such communication approaches are effective in increasing legal awareness, fostering trust, and encouraging active community involvement in maintaining public order. By adopting a humanistic, open, and accessible communication style, the



Central Tapanuli Police have successfully established a more harmonious relationship with the community, thereby improving the effectiveness, transparency, and fairness of policy implementation.

The implementation of communication policies is influenced by both supporting and inhibiting factors. Key supporting elements include strong leadership commitment, team cohesion, adequate communication facilities, and increasing public awareness. On the other hand, several challenges remain, such as limited budget allocation, uneven access to information technology, varying communication competencies among personnel, and limited community participation in certain areas. Despite these constraints, ongoing efforts such as regular training, human-centered communication approaches, and strengthened inter-agency collaboration continue to be pursued to ensure that corruption prevention efforts in Central Tapanuli are more effective and sustainable.

The recommendations of this study are directed toward three key stakeholders: law enforcement institutions, the community, and future researchers. For the Criminal Investigation Unit of the Central Tapanuli Police Resort, it is essential to further enhance the effectiveness of communication policies in preventing corruption by strengthening educational and persuasive approaches. This can be achieved through continuous legal outreach across various sectors, including government institutions, educational settings, and rural communities, in order to increase public legal awareness. In addition, optimizing the use of information technology is crucial for expanding the reach of anti-corruption messages and improving inter-agency coordination. Strengthening personnel capacity through public communication training is also necessary to ensure that messages are delivered effectively, humanely, and in a way that builds public trust in the police institution. For the community of Central Tapanuli, active participation is strongly encouraged in supporting communication policies and anti-corruption programs implemented by the police. The community should not only act as passive recipients of information but also as active agents who monitor, report, and disseminate awareness about the dangers and impacts of corruption. Collective awareness and a shared commitment to rejecting all forms of corruption, even at the smallest level, are essential in fostering a culture of integrity. Such collaboration between law enforcement and the community will strengthen synergy and contribute to the realization of transparent and accountable local governance.

For future researchers, it is recommended to broaden the scope of similar studies by involving a more diverse range of respondents, including religious leaders, traditional leaders, academics, and business actors, to gain a more comprehensive understanding of communication policy effectiveness in corruption prevention. Future studies are also encouraged to integrate qualitative and quantitative approaches to measure the impact of communication strategies on public awareness and trust in law enforcement. Additionally, examining the role of digital technology in shaping modern police communication strategies would provide valuable insights for developing adaptive, transparent, and prevention-oriented public communication systems.



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