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Communication Strategy for The E-Tilang Program at The Cirebon City Police Department

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Abstract: An effective communication strategy is needed to ensure that traffic law enforcement is understood by the public; to this end, the E-Tilang programme has been introduced as a technology-based public service innovation. This study aims to analyze the communication strategies of the E-Tilang program at the Cirebon City Police Department and to identify supporting and inhibiting factors in its implementation. The research method used is descriptive qualitative with a descriptive approach. Data were collected through in-depth interviews with key informants, namely traffic police officers from the Cirebon City Police Department, and supporting informants from the public who are users of the E-Tilang program. The research results indicate that the communication strategies for the E-Tilang program include conveying information through direct interaction in the field and via the official social media channels of the Cirebon City Police Department. These strategies are effective in introducing the program and increasing public compliance; however, the public's understanding of the technical mechanisms of E-Tilang remains limited. Factors supporting the effectiveness of communication strategies include the quality of message delivery, communicator-recipient interaction, media usage, and the effects/feedback from recipients.

Keyword: Communication Strategy, E-Tickets, Customer Service, Innovation, Technology.

INTRODUCTION

The rapid advancement of information and communication technology has had a significant impact on various aspects of life, including public service systems. The Indonesian government continues to strive to adapt to technological advancements in order to create a more effective, efficient, and transparent system of governance. The Indonesian National Police (Polri) is utilising technological advancements in the implementation of Electronic Traffic Law Enforcement (E-Tilang/ETLE) as a form of innovation in the field of law enforcement. The aim is to reduce non-transparent practices and strengthen public trust, so that this programme is expected to serve as a step towards modernisation and the improvement of public discipline.

E-Tilang enables the electronic enforcement of traffic laws. Surveillance cameras can verify offences directly, meaning that confirmation of violations no longer needs to be carried out in person. This is expected to demonstrate transparency in public services. Consequently, a communication strategy is required to convey the policy to the public.

A strategy is, in essence, the planning and management required to achieve a specific objective (Alfarizi et al., 2018). Communication serves as a vital link between the government and the public. Consequently, communication strategies are crucial to their implementation. To ensure that messages are conveyed and understood effectively, an appropriate communication strategy is essential. The public will struggle to understand a policy if the communication strategy is ineffective. In his research, Onong Uchjana (2019), revealed that the combination of planning and management in achieving specific objectives is referred to as a communication strategy.

In implementing the E-Tilang system, the Cirebon City Police require a communication strategy to ensure its success. The varying levels of digital literacy are rooted in the socio-cultural diversity of the Cirebon community. This necessitates the implementation of an appropriate communication strategy. There is a need for the involvement of various communication channels and adaptive communication so that the Cirebon City Police can convey messages effectively. This is in line with the emergence of issues where the people of Cirebon still lack understanding of the E-Tilang system. The lack of understanding of this ticketing mechanism indicates the need for an educational and persuasive approach to information in enhancing the Cirebon City Police's communication strategy. Equitable implementation of the system is also a key concern. Whilst numerous surveillance cameras have been installed at strategic locations across Cirebon City, this does not negate the fact that the E-Tilang system has not yet been fully implemented. This risks creating issues regarding consistency. Such problems could affect the policy's effectiveness, making it necessary to adopt a communication strategy that transparently explains the stages of E-Tilang implementation.

This study aims to identify communication strategies and the factors influencing them at the Cirebon City Police Department in relation to the E-Tilang programme. It is hoped that this study will provide insights into the implementation of E-Tilang through the communication strategies employed by the Cirebon City Police Department. In the field of communication, this study can contribute to theoretical knowledge and provide guidance for the police, particularly the Cirebon City Police Department, in the practical implementation of E-Tilang.

METHOD

In order to understand how communication strategies are applied in the E-Tilang programme by the Cirebon City Police, whilst also exploring the meanings and perspectives of the research subjects directly, the use of descriptive qualitative methods is the appropriate choice. To understand the phenomena experienced by the research subjects holistically through verbal descriptions, a qualitative approach is required (Moleong, 2017). The aim of descriptive research is to depict facts as they are, in a systematic and factual manner (Sugiyono, 2019). Consequently, to explain the communication processes and strategies employed by the police in the implementation of the E-Tilang programme, descriptive qualitative research is considered the most appropriate method.

Those directly involved in the implementation of the E-Tilang programme, both from the police and the public, are the subjects of this study. Furthermore, the communication strategies implemented by the Cirebon City Police in the implementation of E-Tilang constitute the object of this study. Informants were selected based on specific considerations in line with the research needs, using purposive sampling to choose individuals deemed to be

most knowledgeable and understanding of the situation under investigation (Bungin, 2015). Traffic police officers, as communicators, serve as the primary informants, as they are responsible for conveying information regarding the implementation of E-Tilang; the public, as the recipients of public communication, serve as two supporting informants.

Interviews and documentation constitute the data collection techniques in this study. The methods of message delivery, the selection of media, and the public's response to the E-Tilang programme form the primary techniques for gathering information through interviews. To understand the research subject in depth and accurately from the informants, interviews are necessary in qualitative research (Sugiyono, 2019). To strengthen the interview results, supporting data is required through documentation.

Official documents relevant to the interview results are compared using the source triangulation method to ensure data validity. To draw research conclusions that ensure consistency and coherence of data across sources, the triangulation process is used as a foundation. This allows the findings to be scientifically accountable and enhances credibility based on the research results (Moleong, 2017).

The stages of data reduction, presentation, and conclusion-drawing, based on Miles and Huberman's interaction analysis model, were employed as data analysis tools. To focus on the established dimensions of communication strategy and present them in narrative form, the data from interviews and documentation were reduced, thereby facilitating the researcher's identification of the communication strategies employed. To remain consistent with the research context, the process of drawing conclusions was carried out in stages.

RESULTS AND DISCUSSION

It aims to influence the understanding, attitudes and behaviour of the message recipients, designed through a series of processes in which the message is conveyed from the communicator to the recipient. Aspects such as the communicator, the recipient, the message, the medium and feedback are key dimensions in communication strategies (Onong Uchjana, 2019). In shaping attitudes and encouraging active public participation, communication plays a vital role; therefore, a communication strategy is essential in this regard.

There is a correlation between the formation of public understanding and behaviour regarding road traffic and the communication strategy of the E-Tilang programme implemented by the Cirebon City Police. It plays a role in shaping public attitudes and responses to the implementation of the E-Tilang programme, a point reinforced through interviews with informants.

Community informants understand the efforts to convey information regarding changes to the traffic violation enforcement system through the E-Tilang programme's communication strategy. Explanations whilst on duty and social media serve as the means by which the Cirebon City Police Traffic Unit conveys messages directly to the public. The public's understanding of the importance of orderly road behaviour as part of collective safety is the objective of this communication strategy.

From the perspective of the public as supportive informants, the communication strategies implemented by the police were considered quite helpful in introducing the E-Tilang program. The public stated that the information received came from explanations by Traffic Police officers and was supported by information obtained through the official social media accounts of the Cirebon City Police. However, the interviews also revealed that the public's understanding of the technical mechanisms of E-Tilang remains limited, so the information received is more of an introduction to the program rather than a deep understanding.

Furthermore, this study demonstrates the impact of communication strategies on public behavior. Supportive informants revealed that the implementation of E-Tilang encourages

them to be more cautious and improves compliance with traffic regulations. Nevertheless, the limited scope for dialogue between officers and the public means that some members of the public still feel unclear about the detailed procedures of E-Tilang. This situation highlights a difference in perspective between key informants focused on policy delivery and supporting informants who require a more comprehensive explanation. Therefore, the following discussion will outline the communication strategies for the E-Tilang program based on the dimensions of communication strategy according to Effendy, by examining the roles of the communicator, the message, the medium, the audience, as well as the effects or feedback arising from the implementation of the E-Tilang program.

DISCUSSION

Communication Strategy for the E-Tilang Program at the Cirebon City Police Department

Regarding the **communicator** aspect, this dimension pertains to the party acting as the conveyor of information to the public, as well as how their credibility and role influence the effectiveness of communication. In communication strategies, the communicator is a crucial element because the success of message delivery is heavily influenced by the level of trust, competence, and legitimacy possessed by the message conveyor. Based on the interview results, the primary communicators in the implementation of the E-Tilang program are the officers who directly interact with the public. The presence of officers as institutional representatives lends authority and legitimacy to the information conveyed, so the public tends to view these messages as official information that must be known. This is evident in how the public initially obtained information about E-Tilang and their assessment of the officers' role in explaining the program. However, the communicator's role has not yet fully reached all segments of society equally. Although officers possess credibility as authorized parties, the limited intensity of communication and the lack of varied approaches result in some members of the public still failing to fully understand the program. This situation indicates that the presence of credible communicators does not necessarily guarantee the effectiveness of communication if not balanced with appropriate strategic approaches. From the perspective of communication strategy according to Effendy, the ideal communicator functions not only as a conveyor of information but also as a party capable of building public understanding and trust. Therefore, the communicator's role must be strengthened through improved communication skills among officials, consistent information delivery, and adapting communication approaches to the characteristics of the target audience.

In terms of **messaging**, this dimension relates to the content of the information conveyed to the public and how the message is designed to be understood and well-received. In communication strategies, the message plays a crucial role as it is the primary element that determines whether communication objectives are achieved. The results of the interviews showed that the delivery of messages regarding the E-Tilang program was simple and general in nature, without in-depth explanations regarding the program's implementation mechanisms. The messages conveyed placed greater emphasis on introducing E-Tilang as part of efforts to enforce traffic laws electronically, so that the public is aware that the system has been implemented. From a communication strategy perspective, according to Effendy, messages should not only attract attention but also be able to build comprehensive understanding and awareness among the public. Thus, the message's scope still needs to be strengthened through the development of more systematic, comprehensive, and balanced messaging so that the public not only knows of the program's existence but also clearly understands the mechanisms and consequences of its implementation.

In terms of **media**, the dissemination of information about the E-Tilang programme to the public is linked to this dimension. The reach and effectiveness of message delivery are

greatly influenced by the choice of media, which acts as a link between the communicator and the audience. Instagram is the social media platform used by the Cirebon City Police Traffic Unit to disseminate information about the E-Tilang programme. The public can learn about the E-Tilang programme through posts on social media. Research findings indicate that the widespread use of social media among the public makes its use in introducing the E-Tilang programme quite effective. However, there is an issue with members of the public who do not actively use social media, as they are not reached by the information. According to Effendy's perspective on communication strategy, the characteristics of the public must be taken into account when selecting media. Therefore, to ensure that information about the E-Tilang programme reaches the public evenly, the use of other direct media is required.

In terms of **audience**, the recipients of the message namely the public regarding the E-Tilang programme form the focus of this dimension. The communication process is significantly influenced by the characteristics and background of the public in terms of its success. Diverse understandings of the E-Tilang programme were evident from the interviews, where the public was unaware that E-Tilang also serves as a system for resolving traffic fines. The interpretation of information based on digital technology is heavily influenced by the intensity of information access and personal experience, resulting in varying levels of understanding. The characteristics of the message recipients influence the success of communication (Onong Uchjana, 2019). This indicates that the message has not yet been received and understood uniformly because it does not take into account the heterogeneity of the recipients' characteristics.

In terms of **effects/feedback**, this dimension relates to the impact that emerges after the public receives information about the E-Tilang program. Communication effects serve as a key indicator for assessing the success of communication strategies, particularly in observing changes in public attitudes and behavior. Based on interview results, the feedback received indicates an increase in public compliance with traffic rules. The public has become more cautious and is more likely to obey traffic rules because they are aware of the existence of an electronic enforcement system. This indicates that although the messages conveyed are still introductory in nature, the communication efforts have had a positive impact on public behavior. From the perspective of communication strategy according to Effendy, the expected communication effect is a change in the attitudes and behavior of the audience in line with the communication objectives.

Thus, it can be concluded that the E-Tilang program's communication strategy has yielded positive results in the form of improved public compliance with traffic regulations, although public understanding of the E-Tilang mechanism still needs to be improved.

Factors Supporting the Communication Strategy of the E-Tilang Program at the Cirebon City Police Department

Communication strategies in the implementation of a public policy require supportive conditions so that the message delivery process can proceed as planned. In this study, the supporting factors for communication strategies are understood as the elements that facilitate the Cirebon City Police in implementing the communication strategy for the E-Tilang program to the public. The discussion of supporting factors focuses on how communication strategies can be implemented operationally through the utilization of available communication elements.

The interview findings indicate that the communication strategy for the E-Tilang programme is significantly influenced by the use of communication media, with the Cirebon City Police utilising Instagram as a means of conveying information to the public. Both policy updates and traffic safety advisories are disseminated via social media as an official channel. Ensuring that messages reach a wide audience is the primary function of the media.

Its ability to reach a diverse audience and encourage active public engagement makes Instagram a strategic tool in modern public communication. The effectiveness of messages and the likelihood of them being received by the audience can be influenced by the appropriate use of media (Cornelissen et al., 2020).

Supporting factors for the communication strategy can also be achieved through public awareness campaigns conducted by police officers. Through two-way communication between the public and the police, this becomes possible. Consequently, it allows for adaptation to on-the-ground conditions and enhances effectiveness. As part of the message delivery process, interpersonal communication is a key factor in public engagement. The success of communication strategies within the context of public policy can be influenced by message consistency and clarity of objectives (Muktiyo et al., 2023).

The communication strategy for the E-Tilang programme is also supported by the involvement of police officers in conveying information. Public attention can be garnered if law enforcement officials, who possess the authority and legitimacy, are the ones conveying the message. This is because the likelihood of the message being accepted by the audience is higher if the communicator holds a position of authority, as per the perspective of communication strategy.

Barriers to the Communication Strategy of the E-Tilang Program at the Cirebon City Police Department

In the implementation of communication strategies, in addition to supporting factors, various obstacles were identified that hinder the optimization of the communication process. In this study, barriers to communication strategies are understood as conditions that limit the effectiveness of the implementation of the E-Tilang program's communication strategy by the Cirebon City Police. The discussion of these barriers focuses on aspects of the communication strategy process that have not yet been fully optimized.

The interview results indicate that the formulation of message content is one of the obstacles in the E-Tilang program's communication strategy. The communication messages conveyed to the public still tend to focus on introducing the program and informing the public about the existence of the electronic ticketing system. A more in-depth explanation of how E-Tilang works, enforcement procedures, and the steps the public must take when issued an electronic traffic ticket have not yet been fully communicated. Within the framework of Effendy's communication strategy, the message is the primary element determining the success of communication. When messages are not formulated comprehensively, the process of conveying information becomes limited. In public communication studies, differences in audience backgrounds often pose a challenge because technical messages require linguistic adaptation and simplification to ensure they are understood uniformly by the public (Yani Tri Wijayanti, 2017).

Another limiting factor relates to the use of communication media that has not yet been fully adapted to the characteristics of the audience. Although social media has been used as the primary medium, communication strategies through these platforms have not yet reached all segments of society equally. Differences in age, educational level, and digital literacy among the public mean that messages conveyed via social media are not always received and understood in the same way by all recipients. This situation results in messages regarding the E-Tilang program failing to fully reach all target audiences. From a communication strategy perspective, reliance on a single type of media has the potential to create an information gap, particularly for segments of the public with limited exposure to digital media (Cornelissen et al., 2006).

In addition, outreach efforts remain limited in scope and have not been conducted on an ongoing basis. Outreach activities carried out at specific times and under specific

circumstances result in brief interactions between officials and the public. This situation limits the scope for dialogue between communicators and the public, thereby restricting the public's opportunities to ask questions or seek further clarification regarding the E-Tilang program.

From the audience's perspective, differences in social background and levels of understanding among the public also act as barriers to communication strategies. Communication strategies that are presented in general terms have not yet been fully adapted to the diverse conditions and needs of the public. This indicates that communication strategies still require adjustment so that messages can be received more effectively by all segments of society.

Consequently, the challenges in the communication strategy for the Cirebon City Police's E-Tilang programme lie in limitations regarding the drafting of messages, the adaptation of media to audience characteristics, and the implementation of public awareness campaigns, which has not yet been optimal. These factors affect the effectiveness of the communication strategy in communicating the E-Tilang programme to the public.

CONCLUSION

The concept of communication strategy, as outlined by Effendy (2011), has been applied to the communication strategy of the Cirebon City Police's E-Tilang programme. It encompasses the elements of communicator, audience, message, medium and feedback. Social media is utilised in the implementation of the E-Tilang programme's communication strategy by the Cirebon City Police Traffic Unit. Although it has not yet succeeded in ensuring universal understanding, this communication strategy can foster public compliance with traffic regulations. The availability of communication media and the implementation of public awareness campaigns by police officers can serve as supporting factors for the E-Tilang programme's communication strategy at the Cirebon City Police. This is because both play distinct roles: public awareness campaigns enable the public to become directly acquainted with the programme, whilst the use of social media facilitates the widespread dissemination of information. Both support the implementation of the communication strategy in introducing the E-Tilang programme to the public.

However, findings indicate that there are obstacles in the process of conveying and receiving messages, meaning that effectiveness has not yet been maximised. The use of media that has not fully adapted to the characteristics of the audience, as well as the inconsistent implementation of public awareness campaigns, act as barriers to the communication strategy of the E-Tilang programme at the Cirebon City Police Department. This is compounded by the uneven understanding of the messages conveyed, caused by differences in social background and literacy levels. Its effectiveness remains suboptimal due to a lack of understanding of the procedures and implementation mechanisms.

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