ABSTRACT

STRATEGY BINAMITRA POLWILTABES BANDUNG IN SOCIALIZING INFORMATION SERVICES SHORT MESSAGE SERVICE (SMS) 9123 TO SOCIETY

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The aim of this research are to find how strategy Binamitra Polwitabes Bandung in socializing information services short message service (SMS) 9123 to society. Through a variety of ways ranging from activities conducted, delivery of message, communication process, up to the strategy.

This research used descriptive, qualitative approach. Techniques used to obtain data by conducting interviews, participation observation, documentation and library studies.

Based on the results of data analysis, strategy Binamitra Polwitabes Bandung in socializing information services short message service (SMS) 9123 to society. Binamitra through several stages of activity, where the socialization of SMS 9123 is not there specifically, but in every activity Polwitabes Bandung 9123 SMS information services are always socialized in society. With the delivery of messages in the form of appeals to communities to inform the police about crime, security and public order, criticisms and suggestions to the police via SMS 9123. Communication processes are carried out directly or through the media as a tool for communication.

Conclusion The study shows that the strategy Binamitra Polwitabes Bandung in socializing Bandung 9123 SMS information service to the community, so that close cooperation between communities and the police in maintaining security and order of society itself in the delivery of information / reports on the police regarding security and public order in Bandung, criticism and advice through SMS 9123.

For that researchist suggest to Binamitra Polwitabes Bandung, to 9123 SMS information service is even more socialized in the society, because more frequent socializing with SMS 9123 information service is the public will understand and will certainly be able to build public trust in the national police in terms of public service.