

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi *corporate branding* Direktorat Pembinaan Masyarakat (Ditbinmas) Kepolisian Daerah Aceh dalam membangun citra positif kepolisian melalui program Harkamtibmas. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap pihak Ditbinmas Polda Aceh serta masyarakat. Analisis data mengacu pada teori konstruksi realitas sosial Berger dan Luckmann serta konsep citra positif menurut Kotler dan Keller. Hasil penelitian menunjukkan bahwa strategi *corporate branding* dilaksanakan melalui kegiatan turun langsung ke lapangan melalui program Polisi Saweu Sikula, Polisi Saweu Keude Kopi, dan Polisi Saweu Gampong, pemanfaatan media digital khususnya TikTok sebagai sarana kampanye informasi, serta kolaborasi dengan komunitas masyarakat. Strategi ini membangun interaksi yang lebih dekat antara polisi dan masyarakat sehingga membentuk persepsi yang lebih humanis dan responsif. Kesimpulan penelitian menunjukkan bahwa strategi *corporate branding* melalui program Harkamtibmas berkontribusi dalam membangun citra positif kepolisian di masyarakat Aceh, meskipun masih terdapat tantangan berupa keterbatasan sumber daya dan respon negatif di media sosial.

**Kata kunci :** Corporate Branding, Citra Positif, Harkamtibmas, Strategi Komunikasi.

## **ABSTRACT**

*This study aims to analyze the corporate branding strategy implemented by the Directorate of Community Development (Ditbinmas) of the Aceh Regional Police in building a positive image of the police through the Harkamtibmas program. This research uses a qualitative approach with a case study method. Data were collected through interviews, observation, and documentation involving Ditbinmas officers and community members. Data analysis was based on Berger and Luckmann's theory of social construction of reality and the concept of positive image proposed by Kotler and Keller. The results show that the corporate branding strategy is carried out through direct field activities such as the Police Saweu Sikula, Police Saweu Keude Kopi, and Police Saweu Gampong programs, the use of digital media—especially TikTok—as an information campaign tool, and collaboration with community groups. These strategies strengthen interaction between the police and society and create a more humanistic and responsive public perception. The study concludes that the corporate branding strategy through the Harkamtibmas program contributes to building a positive image of the police in Aceh, although challenges remain in terms of limited resources and negative responses on social media.*

**Keywords :** *Corporate Branding, Positive Image, Harkamtibmas, Communication Strategy.*