

ABSTRAK

Penelitian ini dilatar belakangi oleh maraknya kasus tawuran yang terjadi di wilayah hukum Polres Pelabuhan Belawan sehingga diperlukan strategi komunikasi yang efektif dalam upaya pencegahannya. Humas Polres Pelabuhan Belawan memiliki peran penting dalam menyampaikan informasi, edukasi, dan imbauan kepada masyarakat guna meningkatkan kesadaran akan pentingnya menjaga keamanan dan ketertiban. Penelitian ini bertujuan untuk menganalisis strategi komunikasi Humas Polres Pelabuhan Belawan dalam pencegahan kasus tawuran berdasarkan model komunikasi SMCR David K. Berlo yang meliputi *Source* (komunikator), *Message* (pesan), *Channel* (saluran), dan *Receiver* (penerima). Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri atas Kasi Humas, anggota Humas Polres Pelabuhan Belawan, seorang korban tawuran, serta masyarakat. Hasil penelitian menunjukkan bahwa strategi komunikasi pencegahan tawuran dilakukan melalui komunikasi langsung dan komunikasi tidak langsung. Pada unsur *Source*, komunikasi melibatkan Humas, pimpinan kepolisian, dan fungsi kepolisian lainnya sesuai dengan tugas masing-masing. Humas lebih berperan dalam pengelolaan dan penyampaian informasi melalui media, sedangkan komunikasi langsung kepada masyarakat lebih banyak dilakukan oleh fungsi Binmas dan unsur pimpinan kepolisian. Komunikasi langsung juga pernah dilakukan melalui program Jumat Curhat, yang pada saat penelitian sudah tidak lagi berjalan, serta melalui dialog dan sosialisasi dengan masyarakat. Pada unsur *Message*, pesan yang disampaikan berupa imbauan, nasihat, edukasi, larangan, dan peringatan mengenai dampak fisik, keluarga, masa depan, serta konsekuensi hukum dari tawuran. Pesan disusun dengan mempertimbangkan karakteristik masyarakat dan menggunakan bahasa yang sederhana agar mudah dipahami. Pada unsur *Channel*, komunikasi dilakukan secara langsung melalui tatap muka, sosialisasi, dan kehadiran kepolisian di lapangan, serta secara tidak langsung melalui Instagram, Facebook, berita daring, dan spanduk. Pada unsur *Receiver*, sasaran komunikasi meliputi remaja, orang tua, tokoh masyarakat, dan masyarakat secara umum. Hasil wawancara menunjukkan bahwa masyarakat dapat mengetahui dan memahami pesan pencegahan tawuran yang disampaikan kepolisian, meskipun penerimaan melalui media sosial tidak dirasakan oleh seluruh informan. Dengan demikian, strategi komunikasi Humas Polres Pelabuhan Belawan dalam pencegahan tawuran dilakukan dengan mengombinasikan komunikasi langsung dan tidak langsung serta menyesuaikan komunikator, pesan, saluran, dan sasaran penerima berdasarkan kondisi masyarakat.

Kata kunci: Strategi Komunikasi, Humas, Model SMCR, Pencegahan Tawuran..

ABSTRACT

This research was motivated by the prevalence of brawls occurring within the jurisdiction of the Belawan Port Police, highlighting the need for effective communication strategies to prevent such incidents. The Public Relations Division of the Belawan Port Police plays an important role in delivering information, education, and appeals to the community to increase awareness of the importance of maintaining security and public order. This study aims to analyze the communication strategy of the Public Relations Division of the Belawan Port Police in preventing brawls based on David K. Berlo's SMCR communication model, which consists of Source, Message, Channel, and Receiver. This study employed a qualitative approach with a descriptive method. Data were collected through observation, interviews, and documentation. The research informants consisted of the Head of Public Relations, members of the Public Relations Division of the Belawan Port Police, a brawl victim, and community members. The results show that the communication strategy for preventing brawls was implemented through direct and indirect communication. In the Source element, communication involved the Public Relations Division, police leadership, and other police functions according to their respective duties. The Public Relations Division primarily managed and disseminated information through media, while direct communication with the community was more frequently carried out by the Community Development and Public Order function (Binmas) and police leadership. Direct communication had also previously been conducted through the Friday Curhat program, which was no longer active at the time of the research, as well as through dialogue and socialization with the community. In the Message element, the messages consisted of appeals, advice, education, prohibitions, and warnings regarding the physical impacts, effects on families and future prospects, as well as the legal consequences of brawling. The messages were developed by considering community characteristics and using simple language to facilitate understanding. In the Channel element, communication was conducted directly through face-to-face interactions, socialization activities, and police presence in the field, as well as indirectly through Instagram, Facebook, online news, and banners. In the Receiver element, the communication targets included adolescents, parents, community leaders, and the general public. The interview results indicate that community members were able to recognize and understand the messages regarding brawl prevention delivered by the police, although not all informants experienced receiving such messages through social media. Therefore, the communication strategy of the Public Relations Division of the Belawan Port Police in preventing brawls was implemented by combining direct and indirect communication while adjusting the communicator, message, channel, and target audience to the conditions of the community.

Keywords: *Communication Strategy, Public Relations, SMCR Model, Brawl Prevention.*