

ABSTRACT

**Police and Social Media: A Discourse Analysis on POLDA NTB's Instagram Posts
During the World Superbike 2021
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Mira Permata Prabowo, Universitas Ma Chung;

**Advisor: Ounu Zakiy Sukaton, S.Hum, Master of Applied and General Linguistic,
Lilis Lestari Wilujeng, S.S.,M.Hum**

West Nusa Tenggara Regional Police (POLDA NTB) is one of many governmental organizations in Indonesia that are still migrating from traditional to social media communication during the pandemic. Moreover, with the international event, World Superbike 2021, going on, POLDA NTB was challenged to show their competencies in maintaining public security and safety, thus building an outstanding reputation. This study then aims to determine how POLDA NTB used their Instagram to interact with the public, promote public security or safety, and build a good reputation during WSBK 2021. This study also aims to comprehend POLDA NTB's view on Instagram usage's impacts on public communication. Accordingly, this study includes the data of POLDA NTB's Instagram posts in November 2021, the public's responses toward the Instagram posts in the comment section, and an interview with people who work at POLDA NTB. The data were then analyzed using the theories of discourse analysis and critical discourse analysis. The analysis indicates that POLDA NTB has a relaxed attitude regarding content creation, resulting in a limited interaction or two-way communication with their audience. There is also an indication that 'building reputation' is POLDA NTB's main agenda in using Instagram. In addition, the interview also hints at their belief that their status as law enforcers will protect them from being negatively impacted by Instagram or other Instagram users.

Keywords: social media, social media communication, Instagram, police forces, discourse analysis.