

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

As the WSBK 2021 was held in Lombok, POLDA NTB were challenged to show their best preparation in maintaining the security and safety of both local and international participants to the global citizens. Social media then became the most effective tool for POLDA NTB to interact with the global citizens as they could reach a million users easily within a short time. Therefore, POLDA NTB's attempt to reach the local and global citizens through Instagram despite still adapting to social media is a fascinating discussion.

It then raised numerous questions. First, how did POLDA NTB use Instagram to interact and promote the security or safety of the local and international citizens and build a good reputation? Second, does Instagram as a social media negatively impact the public communication done by POLDA NTB, or does it strengthen them? To answer the questions, the writer gathers several materials, such as 1) POLDA NTB's Instagram posts on November 2021; 2) The public's responses toward the Instagram posts on the comment sections, and 3) An interview with the Head of the Public Relations Division of POLDA NTB. These materials were then analyzed using the Discourse Analysis (DA) and Critical Discourse Analysis (CDA) theories.

The writer first finding arrives at a conclusion in which POLDA NTB may overlook that a good interaction on Instagram requires them to understand their audience's preferences and actively interact with the audience through the available

features (comment section, Instastory, and more). Their engagement rate is considered good through a simple calculation, but the data shows how they may not try to understand their audience through the Insight feature because they have a relaxed attitude regarding content creation.

There is also an indication that they may not actively initiate interactions with their audience through the captions or comment sections. Almost all POLDA NTB's captions were written formally, resulting in a limited interaction or two-way communication with their audience. It also leads to the anomaly comment sections, in which the audience only left repetitive bland comments (emojis, congratulatory comments, and more), which will not trigger a discussion. Moreover, the data shows that POLDA NTB only responded to the bland comments with the same 'template' response, which will unlikely trigger a discussion. It then may raise an assumption that POLDA NTB only responds to supportive and positive comments while ignoring others. However, these facts also could indicate that they may lack social media manager who could focus on those aspects they have been lacking. Nonetheless, their successful effort to interact with the audience through photo collage posts must also be appreciated.

The writer's second finding presents how POLDA NTB used its Instagram to build a reputation and promote safety and security. According to the writer's categorizations, 58 posts (dominated by infographics screenshots of a news headline) are categorized as 'promoting safety.' On the other hand, 78 posts (dominated by screenshots of a news headline) were identified as 'building reputation.' However, most of these contents, except photo collages, did not receive high audience engagement.

The writer argues that the audience may find the content uninteresting as most have unattractive captions, do not undergo enough editing, and are very repetitive.

By applying the discourse analysis to the interview, the writer argues that 'building reputation' is POLDA NTB's main agenda in using Instagram. The analysis presents some essential points: 1) The interviewee admits that POLDA NTB must do branding; 2) According to the interviewee, content about providing information and achievements in maintaining public safety are considered as 'building reputation'; 3) The interviewee guarantees their 'building reputation' content is still followed by their ethics code and responsibilities. Therefore, if the interviewee's definition of 'building reputation' is applied to the data, almost all POLDA NTB's posts in November 2021 will be classified as 'building reputation.'

The third finding concludes that POLDA NTB only uses Instagram to communicate with their audience and believes that Instagram will not negatively impact them. POLDA NTB has been using Instagram solely to open two-way communication and push information to the community. POLDA NTB has not used Instagram as a source of criminal information and more. Next, there is an indication that POLDA NTB may believe that no one will voluntarily attack them through Instagram since they are law enforcers with the power and authority to take legal action to counter that.

5.2 Suggestion

As social media is relatively new for POLDA NTB, their social media communication can be considered well, and the writer appreciates that. Given their

circumstances and the pressure from the public, the writer believes their method is understandable. However, if the writer may suggest, POLDA NTB may need to understand the audience better. POLDA NTB can start by analyzing the audience demographic on Instagram. Furthermore, the writer also appreciates POLDA NTB's effort in sharing their activities on social media. Nevertheless, the writer believes that POLDA NTB may need to change and adapt the style and content of their messages to be less formal or informal to show their human side to the public. That way, the public can understand, sympathize with, and trust POLDA NTB more.

The writer also provides some suggestions for readers who want to use this as a reference or are interested in researching discourse analysis and critical discourse analysis. As this study only covers a few parts of the interview, the readers may use the rest parts for the following study. The writer also only studies POLDA NTB's Instagram posts in November 2021, when POLDA NTB has already been active on Instagram for a long time. Therefore, the reader may use other POLDA NTB's Instagram posts. Last, the writer admits that this study raises more questions regarding the relationship between POLDA NTB and their audience. Therefore, the readers may do further research on whether POLDA NTB's attitude toward using social media is associated with how they view or know their audience as people who prefer this attitude (such as journalists or fellow police officers) or not.