

Communication Strategy of the Sumatera Utara Regional Police Traffic Directorate in Disseminating E-Ticket in Medan City, Sumatera Utara Province, Indonesia

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ABSTRACT

The purpose of this research is to analyze communication strategy of the Sumatera Utara Regional Police Traffic Directorate in disseminating e-ticket in Medan City, Sumatera Utara Province, Indonesia. This research uses a qualitative approach. The data collection techniques used in this research used in-depth interview techniques, observation, and documentation. The informants in this research are four people who were directly involved and fully involved in the implementation of the socialization of the e-ticket communication strategy. For the validity of the data in this research, two source triangulation informants are used from outside the police agency. The data analysis technique used is interactive model analysis. The results of this research show that communication strategy that occurs in the e-ticket socialization program in Medan City begins with planning, then implementation and evaluation. The communication barriers found in this research are physical barriers, frame of mind barriers, and cultural barriers.

Keywords: Communication Strategy, Physical Barriers, Frame of Mind Barriers, Cultural Barriers

INTRODUCTION

Smooth transportation as a supporter of community movement will certainly have positive implications for increasing the growth and progress of a city. However, on

the other hand, if the physical growth and progress of a city continues to develop but is not accompanied by the quality of non-physical development, this will become a new problem. In terms of transportation phenomena, a common problem that occurs in big cities in Indonesia is the problem of traffic compliance.

Transportation problems in big cities in Indonesia can occur due to many factors, for example increasing population growth which has an impact on increasing demand for transportation facilities and infrastructure, the number of vehicles not being proportional to traffic capacity, public compliance in driving is not in accordance with applicable rules, traffic regulations that are not fully enforced, the lack of police officers who regulate traffic in the field and the lack of socialization in correct traffic campaigns, as well as other factors which of course become obstacles to orderly traffic for smooth transportation. .

One of the big cities that has quite complex traffic problems occurs in Medan City regarding traffic. There are still many drivers who are negligent and violate traffic rules, such as running red lights, not using complete driving attributes, not completing driving documents and other things that we can easily find in Medan City.

Public disorder in traffic will certainly result in an increase in the number of accidents that may occur. The National Police of the Republic of Indonesia has developed a ticketing policy as a form of sanction and prevention for traffic violations to create traffic security and order and reduce the number of traffic violations. It is explained in Law Number 22 of 2009 concerning Road Traffic and Transportation that the aim of organizing traffic and road transportation is to provide safe, orderly road transportation services, advance and prosper the economy of Indonesian society, traffic ethics, achieve law enforcement and legal certainty. in society. Sudikno Mertokusumo in Rakhmadani (2017:664) explains that sanctions are a reaction or result and consequence for violations of social rules. The use of traffic vehicles often violates established rules or regulations. The sanction given is in the form of proof of a ticket or what is more popularly known as a traffic ticket.

Ticket enforcement is used as an important tool to be used in sanctioning traffic violations. However, in reality, in implementing the ticket policy, various problems are still found. The most common practice is that bribery often occurs in traffic operations or illegal levies. Therefore, the Police are trying to improve traffic order in various ways. Currently, one of the breakthroughs and efforts that is being carried out and has been running since early 2022 by the Traffic Directorate of Sumatera Utara Province Regional Police is to improve the quality of the ticketing process by utilizing communication technology with the aim of making bureaucratic services better, more accountable, efficient and effective.

Mulyadi (2016:243) explains that the presence of information technology convergence in e-government will provide convenience and can increase people's ability to obtain information or enable more interactive communication. Implementation of e-government, namely computerized and online-based public services. With

increasingly advanced communication and information technology, the police can utilize technology to enable public services, law enforcement, socialization, and electronic traffic compliance campaigns.

Implementation of the electronic ticketing program or commonly called e-ticketing is a service that utilizes technology and communication. The use of the e-ticket system has actually been carried out in several other large cities such as Jakarta and Surabaya. In Medan City itself, the implementation of this electronic ticketing program is also in accordance with the current conditions or era where the people of Medan City have accepted advances in communication technology which are increasingly developing and have become one of the big modern cities. In its implementation, it is hoped that the ticket processing process will be easier to implement and transparency will occur. With the implementation of e-tickets, it will certainly have a direct impact on the people of Medan City to increase compliance in traffic, on the other hand the people will be served quickly and avoid extortion by unscrupulous police officers in the field.

Comparing Medan City with other big cities in Indonesia regarding e-ticketing as happened in the city of Surabaya. According to data obtained from the Gakkum Sub-Directorate of the East Java Regional Police's Traffic Directorate (TribunJatim.com, 2022), in 2022 there will be 335,699 violators caught by e-ticket cameras at 39 points where e-ticket CCTV has been installed. When compared with data on traffic violations in Medan City in 2022 which were recorded on camera at only 2 e-ticket CCTV points, namely 177,002.

Traffic violation behavior in Medan City seems to have become commonplace and is widespread due to low awareness of traffic compliance. Based on the results of a study conducted by Bangun et al. (2022:1158-1159) traffic sign violations, traffic light violations, and vehicle equipment violations in Medan City occur situationally, that is,

drivers are influenced by forced situations or there is encouragement to commit these violations.

The purpose of this research is to analyze communication strategy of the Sumatera Utara Regional Police Traffic Directorate in disseminating e-ticket in Medan City, Sumatera Utara Province, Indonesia.

RESEARCH METHODS

This research uses a qualitative approach. Qualitative research is a naturalistic research method because the research is carried out in natural conditions. It can also be called an ethnographic method, because initially this method is mostly used for research in the field of cultural anthropology (Batubara, 2017). So it can be concluded that the qualitative research method is a research method that is based on the philosophy of postpositivism or interpretive, or constructive, used to research the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation (a combination of observation, interviews, documentation), the data obtained tends to be qualitative data, data analysis is inductive or qualitative, and the results of qualitative research can be potential and problem findings, uniqueness of objects, meaning of an event, social processes and interactions, certainty of data truth, phenomenon construction, and hypothesis findings (Sugiyono and Lestari, 2021:49-50).

The data collection techniques used in this research used in-depth interview techniques, observation, and documentation. In-depth semi-structured interviews researchers will listen carefully and record what is said by the research subject. In this research, the in-depth interviews conducted attempted to explore questions related to the communication strategies used in socializing e-tickets and the communication barriers that occurred. Observation is the acquisition of direct experience so that researchers using an inductive approach are not influenced by previous views, in this

way the possibility of making discoveries is open. The researcher chose to use unstructured observation in this research, meaning that the observation will develop as the observation activity progresses. Observations in this research try to look at things related to communication strategies in socializing e-tickets which are then interpreted so that they can become reinforcing material in the research. Documentation is a record of past events, which can be in the form of writing, drawings, monumental works or other things (Sugiyono, 2021:124). Documentation studies are a complement to observation and interview methods in qualitative studies. Research results will be more credible if supported by documentation. Therefore, researchers feel the need to use data collection techniques with documentation methods as a complement to interview and observation methods. The documentation used in this research includes secondary data relating to the number of traffic accidents in Medan City, the number of vehicles in Medan City, and the number of conventional and e-ticketing actions in Medan City.

Informants are people who provide information related to what the researcher is studying (Idrus, 2009:21). The informants in this research are four people who are directly involved and fully involved in the implementation of the socialization of the e-ticket communication strategy. For the validity of the data in this research, two source triangulation informants are used from outside the police agency.

The data analysis technique in this research is carried out during data collection and after data collection is completed, at the time of data collection the researcher had carried out an analysis of the information received, this took place interactively and continuously until complete so that the data is saturated (Ikbar, 2012). The data analysis technique used is interactive model analysis. According to Miles et al. (2014:12-14) there are four patterns of interactive model analysis in carrying out data analysis,

explained as follows:

1.Data Collection

Data collection in this research is carried out through observation, in-depth interviews, documentation and then carried out over a certain period of time so that the data obtained would be deemed sufficient, in this way the researcher obtained varied data and could then be analyzed.

2.Data Condensation

Data condensation is intended to focus, simplify, abstract, and transform data and other things that are needed as a whole. In this case, the researcher condensed data including the results of interview transcripts, observations and documents which became secondary data.

3.Data Display

After the data is reduced, the researcher carried out data presentation steps. The presentation of data in this research is carried out in the form of providing descriptions or similar things that can organize patterns of meaning so that they are easier to understand. Then by displaying the data through narrative text, graphs, matrices that have been analyzed will produce organized findings in the research.

4.Conclusion Drawing

The final step taken by researchers is to draw conclusions and verify. The initial conclusions previously reduced are still temporary and subject to change, so additional valid and consistent evidence is needed to strengthen the findings. Therefore, drawing conclusions is used as the final result of a credible conclusion. This conclusion becomes a hypothesis, if supported by more data it will become a new concept.

RESULT AND DISCUSSION

General Description

This research is located in Medan City, Sumatera Utara Province. Medan City is the only city that implements an e-ticket policy

in Sumatera Utara Province. Medan City has an area of 26,510 hectares (265.10 km²) or 3.6% of the total area of North Sumatra. Thus, compared to other cities or districts, Medan City has a relatively small area with a relatively large population. Geographically, Medan City is located at 3° 30' – 3° 43' North Latitude and 98° 35'–98° 44' East Longitude. For this reason, the topography of Medan City tends to slope north and is at an altitude of 2.5–37.5 meters above sea level.

Transportation life in Medan City is one of the most densely populated with vehicles. So often traffic jams and driving dynamics are the main problems in Medan City. In 2015, application-based network transportation began to enter and operate in Medan City, starting with motorbike taxis, and followed by four-wheeled vehicles. This has received various protests and opposition from a number of parties, including players in existing urban transportation modes. However, as time goes by and people's needs increase, this transportation has become one of the most popular alternative choices.

Administratively, currently Medan City is led by a mayor and has a total of 21 sub-districts and 151 sub-districts. In 2020 the population of Medan City was recorded at 2,435,252 million people. The distribution of religions in Medan City includes Islam 64.5%, Christianity 26.10%, Buddhism 8.28%, Hinduism 1.04%, and Confucianism 0.06%. The indigenous tribes that live in this city are the Melau tribe and the Karo tribe on the coast. Apart from that, there are several other tribes such as Batak, Chinese, Javanese and Minang who also live in this city.

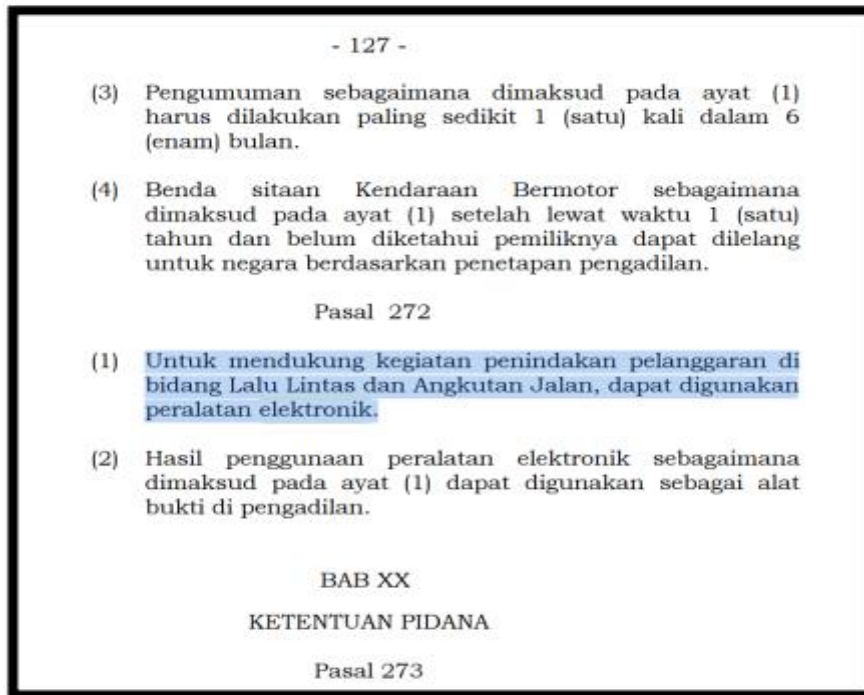
The specific location of this research was carried out at the North Sumatra Regional Police Traffic Directorate office which is located at Jalan Putri Hijau, West Medan District, Medan City, Sumatera Utara Province. Apart from the North Sumatra Police Traffic Directorate office, researchers also conducted research outside the North Sumatra Police Traffic Directorate office,

which is located at Suwondo Air Base, Medan City.

Researchers documented several secondary data that could strengthen this research. Article 272 of Law Number 22 of 2009 is

used as the legal basis for the enforcement and application of e-tickets. Where it is stated that activities for taking action against traffic violations are carried out using electronic equipment.

Figure 1. Article 272 of Law Number 22 of 2009



Source: Law Number 22 of 2009

Researchers also found content related to e-ticket socialization in Medan City with a language style that adapted to the characteristics of Medan City residents to attract public interest in reading e-ticket socialization. For example, one of the contents uploaded on social media by the North Sumatra Regional Police Traffic Directorate tells the consequences of not

obeying the correct traffic regulations. The language style used is very representative, showing the characteristics of Medan City people who are a little loud and striking. This content indirectly contains educational and persuasive meaning so that the people of Medan City are aware of and comply with the existence of e-ticket cameras.

Figure 2. E-Ticket Socialization Content



Source: Instagram.com

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Communication strategy that occurs in the e-ticket socialization program in Medan City begins with planning, then implementation and evaluation. In terms of communication planning, it begins with establishing a credible communicator, namely by establishing an organizational structure whose special task is to socialize e-ticketing. Then prepare the message you want to convey by emphasizing messages that are persuasive and educative. Then choose and determine media channels by means of direct socialization and indirect socialization. And finally, determine audience segmentation that focuses on sociodemographic categories that adapt to the characteristics of Medan City residents. In terms of implementation, the socialization of the e-ticket program was carried out by the Sub-Directorate of Security and Safety, the Sumatera Utara Regional Police Traffic Directorate as the main actor in socializing the e-ticket program in Medan City. Then the messages conveyed were aimed at encouraging and inviting the public to obey traffic rules as well as informing them of the existence of e-ticket cameras that were placed at several points in Medan City. Then the choice of media used for direct socialization is by using banners, props, loudspeakers and radio talk shows. Meanwhile, socialization carried out indirectly utilizes newspapers and new media as the main media for indirect socialization. The target audience for the implementation is targeting the center of the crowd where there are traffic drivers, especially public transport drivers, online drivers, and high school and college students. From an evaluation perspective, the implementation of the socialization of the e-ticket program has gone quite well if viewed from the credibility of the communicator, the media used, the target audience, but the message conveyed is still less effective. This happens because there

are obstacles that prevent the maximum success of e-ticket socialization.

The communication barriers found in this research are physical barriers, frame of mind barriers, and cultural barriers. Physical barriers themselves include unsupportive facilities and infrastructure, an inadequate number of personnel on duty, the area of Medan City which is large enough to be reached through direct outreach are considered as physical barriers in this research. Then, frame of mind barriers in this research include the public's perception of the rules of the e-ticketing program which can still be circumvented so that the public responds indifferently to the e-ticketing program. Meanwhile, the final obstacle is cultural barriers relating to the characteristics of the people of Medan City. Where the people of Medan City in general have poor driving behavior. Where traffic violation behavior in Medan City has become commonplace and is widespread due to low awareness of traffic compliance.

CONCLUSION AND SUGGESTION

The results of this research show that communication strategy that occurs in the e-ticket socialization program in Medan City begins with planning, then implementation and evaluation. The communication barriers found in this research are physical barriers, frame of mind barriers, and cultural barriers. Based on the research that has been carried out, several suggestions that the author can give include:

1.Theoretical Suggestions

The results of this research can be used as a reference in research related to communication strategies. Studies that discuss communication strategies have become very popular recently because of their benefits which can have a direct impact on policy decisions in an organization or institution. Therefore, theoretically, the study of communication strategies is still considered very relevant for further study.

2. Academic Advice

The results of this research can be useful for researchers and academics who want to conduct similar research with different research subject characteristics or from a different communication perspective so that it can provide novelty that is also beneficial for the study of communication science.

3. Practical Advice

a. To the Government or Related Institutions

This research can be a contribution and contribute thoughts and reflections regarding the implementation of socialization of the e-ticket program so that it can become a reference in determining future decisions and policies.

b. To the General Public

It is felt that it is necessary for the people of Medan City in particular to respond positively to the socialization of the e-ticket program, apart from that, the negative stigma that is developing regarding the implementation of e-tickets also needs to be understood more deeply and better by the community so that they do not fall into misinformation which will certainly be detrimental yourself and society in general.

Declaration by Authors

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