Improving Digital Communication Skills for Members of Pringsewu Police Resort

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Abstract

The use of digital technology has become an integral part of everyday life, including in the fields of security and law enforcement such as in the Pringsewu Police Resort. However, challenges in adopting and utilizing digital communication skills are still faced by many members of the Pringsewu Police Resort. Therefore, this community service aims to enhance the digital communication skills of Pringsewu Police Resort members through a series of training sessions. The methods used in this service include observation/interview methods, lecture methods, training methods, and the use of relevant digital resources. The results of this community service are highly effective in providing value in terms of knowledge, understanding, and application of digital communication skills by Pringsewu Police Resort members. They become more proficient in using various platforms and digital tools to communicate effectively, both internally and externally. Furthermore, active participation of members in the training demonstrates a high level of concern and enthusiasm for self-improvement and service to the community. By enhancing the digital communication skills of Pringsewu Police Resort members, it will directly contribute to the positive impact on the effectiveness and efficiency of law enforcement tasks and service to the community. The next step is to maintain continuity and expand the scope of the program to ensure sustainability and maximize the benefits obtained.

A. Introduction

There were 212.9 million digital users in Indonesia in early 2023, when internet penetration reached 77.0 percent. Indonesia had 167.0 million social media users in January 2023, equivalent to 60.4 percent of the total population (Paramitha et al., 2023; Simon Kemp, 2023).

Today, everyone is digitally connected to each other. Technology has provided various tools to bring about major changes in the working styles of various associations, business enterprises and educational institutions (Wolff, 2021). This has significantly increased the speed of communication. In today's technologically interconnected world, every institution chooses to adopt new technologies (Cbcs, 2021).

They have seen many positive changes in the overall functioning of organizations and associations. The advantages of technology-supported communication have reduced distances, allowing us to communicate around the world at a high speed of point in time, organizational communication has become more effective allowing everyone to get access to the necessary data or collect and analyze data whenever needed

(Lifintsev et al., 2022). It also creates a common platform for doing so communicating directly with higher authorities and taking necessary action quickly, increased access to information and direct decision making becomes easier and faster, projects that depend on constant communication can be completed in a limited time (Cbcs, 2021).

Various things will happen in human life at different times and periods. Human progress will lead to increased knowledge and innovation in human development (Henry, 2024). In a person's life, many things can happen. Due to the widespread use of personal computers and other devices such as smartphones, as well as the emergence of the internet as a mass communication medium, digitalization has had a major impact on culture (Henry, 2024). The study of digital culture has the potential to cover all aspects of daily life and is not limited to the internet or contemporary communication technologies as digital technologies are ubiquitous around the world (Astuti et al., 2021; Wijaya, 2023).

Digital literacy is the ability to use digital information technology for employment, decent work, and entrepreneurship i.e. to access, manage, understand, integrate, communicate, disseminate, and create in a safe and appropriate manner, it includes skills known as media literacy, information literacy, computer literacy, and ICT literacy (UNESCO, 2018). Having digital literacy is essential in using technology (Rakasiwi et al., 2023). Digital literacy is an element of academic, professional, and learning environments (Juhandi et al., 2023). People can use and access technology more wisely if they apply digital literacy. Digital literacy relates to the user's skills in the field of technology, especially information and communication. the capacity to utilize technology intelligently to foster constructive relationships and communication (Kamsidah, 2022).

Effective communication shapes the delivery of services to community needs. The various ways in which the police communicate must be proportionate to the needs and requirements of the communities they serve (Krisnaningsih et al., 2023). Communication is broader than face-to-face interaction. It includes providing information about what people are doing and how they are doing it. Technology provides a range of communication and engagement opportunities through open source data and social media platforms (Romadhon & Soeling, 2024). Communication involves interacting with the community, listening to views and ideas, and acting on them in ways that improve police performance and service delivery. Police can communicate using open data, digital and social media platforms, or through face-to-face interactions (Professional practice, 2020).

With the help of advances in information and communication technology, globalization has changed the demands, behaviors, and ways of thinking of society (Sani et al., 2022). The Indonesian National Police (Polri) as a law enforcement officer in charge of upholding public order and security must have adequate organizational, human resources, operational and infrastructure support capabilities (Yunus et al., 2023). In other words, people today and in the future expect Polri services to be smart, professional, and able to handle the complexity and development of an increasingly complex society in the digital era. This is in line with the development of digital technology 4.0 (Kominfo, 2020). Digital communication has become a very important aspect in many areas of life, including policing (Radić, 2023). Members of Pringsewu Police, as part of the police institution, are faced with the demand to have good digital communication skills in order to effectively interact with the community, manage information, and respond to changes in security dynamics that are increasingly digitized (Nugraha, 2022).

In carrying out their duties, members of Pringsewu Police need to be able to use various digital communication platforms and technologies to convey information to the public, conduct internal coordination, and overcome the challenges of cybercrime. With the development of social media, instant messaging applications, and various other digital platforms, digital communication skills are not only a necessity, but also a must (Pauli et al., 2021).

Improving the digital communication skills of Pringsewu District Police members is a strategic step in ensuring that the police can carry out their duties optimally amid the complexity of information technology development (Ishaq et al., 2022). Along with that, there is a need for continuous coaching and training efforts to ensure that members of Pringsewu Police have adequate understanding and the necessary skills to utilize digital communication technology effectively.

In addition, improving digital communication skills can also have a positive impact on the relationship between the police and the community. By utilizing social media and various digital platforms, the police can more easily connect with the community, get information faster, and provide more appropriate responses to the needs and aspirations of the community (Prasojo & Gigantara, 2022).

Thus, this activity is directed at documenting and analyzing efforts to improve digital communication skills in members of Pringsewu Police as part of a human resource development strategy in this digital era. With improved understanding and skills, it is hoped that members of Pringsewu Police can be more effective and responsive in carrying out police tasks amid the dynamics of an increasingly digitally connected society.

B.   Research Method

Digital communication skills and abilities training activities were carried out in the Pringsewu Police Hall in Pringsewu Regency, Lampung Province which was held on Friday, February 17, 2023 with 30 participants. The method of implementing this service has several stages, including the observation method used to directly observe the interaction of Pringsewu Police Resort members with digital technology in the context of their daily tasks. This observation includes the use of software, social media platforms, and other digital communication tools. The data obtained from this observation provides a clear picture of the level of understanding and practical expertise possessed by Pringsewu Police members in the digital communication domain. Furthermore, the interview method was used to gain deeper insight into the perceptions, challenges, and needs of Pringsewu District Police members related to digital communication skills. Interviews were conducted in a structured manner, with questions designed to elicit information about their experiences in using digital technology, the barriers they face, and their expectations related to this service. Through a combination of observation and interview methods, it was possible to gain a thorough understanding of the context and specific needs of the members of Pringsewu District Police in terms of digital communication skills. The data obtained from these two methods can be a strong basis for designing appropriate and effective training programs, as well as for evaluating the impact of this community service in the long run. Thus, the observation and interview methods become very valuable instruments in the development and implementation of this community service program. The lecture method is one of the effective approaches in the community service to improve digital communication skills in Pringsewu Police members. Through this approach, participants are expected to gain a better understanding of digital communication concepts and practices, and be able to implement the skills they learn in their daily tasks more effectively. Through the application of thorough and practice-oriented training methods, it is expected that members of Pringsewu Police Resort can acquire more solid digital communication skills that can be effectively applied in their daily tasks.

C.   Result and Discussion

Digital communication skills and abilities have a very important role for police officers in carrying out law enforcement tasks and building relationships with the community. Activities in the Community Service Program (PKM) are intended as direct learning to improve science, technology, art, and culture through institutional channels as part of Tri Dharma (Juddi et al., 2023).

Community service that aims to improve digital communication skills in Pringsewu Police members has resulted in a number of significant achievements. Here are some of the main results of this service:

1.   Improved Knowledge and Skills: The training program successfully enhanced the knowledge and skills of Pringsewu Police members in the use of digital technology and social media platforms. Participants experienced an increased understanding of the basic concepts of digital communication and were able to implement the practical techniques learned in their daily tasks.
2.   Improved Communication Effectiveness: Members of Pringsewu Police showed improvement in their digital communication effectiveness, both in internal and external contexts. They became more adept at delivering messages clearly and persuasively through various digital platforms, which contributed to the improved quality of communication with coworkers, superiors, and the general public.
3.   Active Participation: Participants showed a high level of participation during the training, both in the lectures, practical training and discussion sessions.
4.   Improved Quality of Public Services: With the improvement of digital communication skills of Pringsewu District Police members, the quality of public services provided to the community has also improved. Members of Pringsewu Police can be more responsive to public requests and needs conveyed through social media and other digital platforms, thus increasing public trust and satisfaction with the services provided.

Improving the digital communication skills of Pringsewu Police is an important step in increasing the effectiveness and efficiency of law enforcement tasks and services to the community. In this increasingly digital context, the ability to communicate effectively through digital platforms is a much-needed skill for police officers.

The results of this service show that investing in the development of digital communication skills provides significant results in increasing the capacity and responsiveness of Pringsewu Police members in facing complex challenges in this digital era. Through active participation and commitment to continuous learning and self-development, members of Pringsewu Police Resort are ready to become agents of positive change in providing quality and responsive police services in this digital era.

However, this service also identified some areas that still require further attention, such as the need for further training programs to deepen the skills that have been acquired and improve the sustainability of digital communication skills development efforts. Therefore, the next step is to maintain the momentum that has been built and continue to strengthen these digital communication skills development efforts in order to have a sustainable impact on improving the quality of public services and law enforcement at Pringsewu Police Resort.

Figure 1. Training Activities on Digital Communication Skills and Capabilities

D.   Conclusion

Community service aimed at improving digital communication skills in members of Pringsewu Police Resort has resulted in increased knowledge and skills, increased communication effectiveness, improved quality of public services. Thus, the development of digital communication skills is an important step in preparing police officers to face the demands of the digital era. With active participation, a commitment to continuous learning and self-development, and ongoing support, Pringsewu Police members are poised to become agents of positive change in providing quality and responsive policing services in this digital era. The next step is to maintain the momentum that has been built and continue to strengthen these digital communication skills development efforts in order to have a sustainable impact in improving the quality of public services and law enforcement at Pringsewu Police Resort.

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