

## ABSTRAK

Menjelang HUT RI ke-74 yaitu pada tanggal 15-17 Agustus 2019, asrama mahasiswa Papua di Surabaya dikepung ormas dan aparat, sebab tersebar hoaks WhatsApp bahwa mahasiswa Papua merusak bendera. Pada tanggal 17 Agustus 2019, Brimob menembakkan 20 gas air mata ke asrama dan mendobrak masuk untuk mengangkut paksa mahasiswa Papua ke Mapolrestabes Surabaya. Setelah melalui pengusutan Kepolisian, mahasiswa Papua tidak terbukti merusak bendera.

Isu pengepungan ini pun *trending* di Twitter. Kepolisian secara khusus mendapatkan respon negatif dari audiens—baik audiens biasa ataupun pegiat isu HAM dan politik—sebab dianggap melakukan penanganan non proporsional yang bersumber dari rasisme. Humas Polri (@DivHumas\_Polri) per 19 Agustus 2019 pun mengunggah konten-konten Twitter terkait Papua. Konten ini merupakan *communicated image* untuk mempertahankan citra positif Polri. Sebab *communicated image* hanya bersifat sepihak, maka perlu dilakukan komparasi dengan *perceived image* Kepolisian menurut audiens Twitter. Komparasi ini menggunakan metode analisis isi konten cuitan Humas Polri dan audiens Twitter pada rentang waktu 19-22 Agustus 2019.

Melalui penelitian, ditemukan bahwa *communicated image* Kepolisian berupa citra persaudaraan antar anak bangsa, sehingga Kepolisian tidak rasis terhadap Papua. Polri juga menyebut rasisme sebagai hoaks dan memfokuskan isu pada penanganan kerusuhan di Papua. Humas Polri pun menampilkan citra cinta kasih Kepolisian terhadap Papua melalui konten kedekatan personel Polisi dan anak-anak Papua. Audiens, pada sisi lain menganggap bahwa Kepolisian telah melakukan tindak rasisme. Polri juga terbiasa menyangkal rasisme sebagai hoaks—sehingga berupa reputasi—dan mengabaikan penegakan hukum atas pelaku rasis. Ditemukan pula lompatan isu oleh Humas Polri, sehingga konteks cuitan Humas Polri tidak sesuai dengan isu publik yang menjadi perhatian utama audiens.

**Kata kunci:** citra organisasi, Twitter kehumasan, *communicated image*, *perceived image*, Polri, citra Kepolisian, mahasiswa Papua, rasisme, analisis isi

## ABSTRACT

On 15-17 August 2019, Papuan student dorm in Surabaya was under the siege of Indonesian forces and community organizations (ormas), due to the accusation of the students disrespecting the national flag. This accusation is a fake news spreading fast on community WhatsApp groups. On 17<sup>th</sup>, Brimob (a special unit under the Indonesian National Police), shot 20 tear gases into the dorm and arrested the students by force. Later, these students were proven not guilty.

This issue was quick to become a nationwide trending on Twitter. Indonesian Police (Polri), received a lot of backlash from Twitter users—both from common users and activists—for using too much force against Papuan students, which led back to racism. Starting from 19<sup>th</sup>, Humas Polri (Polri's PR Division) uploaded Twitter contents about Papua, conditioned to generate positive image—theoretically known as “communicated image”. To obtain an objective approach to the image of Polri after the siege of Papuan student dorm, “communicated image” must be compared with “perceived image” from the Twitter audience's perspective.

Qualitative content analysis method was used to obtain both image. Humas Polri's contents emphasized in the unity and brotherhood of all Indonesian—thus wouldn't be racist to Papuan as they are brothers. Humas Polri called the racism issue as a provocative fake news and was focusing on the uprisings and riots against racism in Papua. This image was also supported with contents showing their love and devotion towards Papuan children. On the perceived image side, Twitter audience believed that Polri was the exact opposite—racist—showed by the use of too much force. According to the audience, Polri also has a reputation of labeling their racism misconduct towards Papuan as fake news. Polri also “beat around the bush” by uploading contents different from the public's concerns.

**Keyword:** organizational image, *communicated image*, *perceived image*, Twitter public relations, Police image, Indonesian National Police, Papuan students, racism, content analysis



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HANIF MUFADLILAH, Adam Wijoyo Sukarno, S.IP., M.A.

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