

Issue Management On Tiktok (The Cyber Patrol Unit of Polres Blitar's Public Relations Division in Handling Negative Content Related to Policing)

Nindi Dewi Anisa^{1*}, Ulfi Nurfaiza²

¹²UIN Sayyid Ali Rahmatullah Tulungagung, Tulungagung, Indonesia

*Corresponding email: nindianisa17@gmail.com

Received: 17-07-2026

Revised: 26-07-2026

Accepted: 31-07-2026

Abstract

Social media has become a real time channel through which police public relations units communicate with the public, and TikTok's algorithm driven distribution can allow an issue to escalate before an institution has verified the facts or prepared a response. This problem became visible when a TikTok video alleging a wrongful arrest by members of the Criminal Investigation Unit of Polres Blitar went viral in December 2025, generating widespread public reaction before any official clarification was issued. This study examines the issue management process, monitoring mechanism, and clarification efforts carried out by the Cyber Patrol Unit of Polres Blitar's Public Relations Division in response to this issue. A descriptive qualitative approach was used, drawing on Chase's (1984) issue management theory; primary data were obtained through in-depth interviews with the Head of the Public Relations Section as the key informant, together with a Cyber Patrol Unit member, a public relations administrative staff member, and a content observer as supporting informants, complemented by observation and documentation of official records and online content. The findings show that the issue management process follows five stages: issue identification, issue analysis, response-strategy formulation, communication implementation, and evaluation. Monitoring is conducted systematically through daily cyber patrols that track hashtag trends and viral content on TikTok, and the response strategy involves cross functional coordination with the Criminal Investigation Unit to produce fact based clarifications disseminated through a counter opinion approach via official Public Relations channels and online media. While the clarifications reached a wider audience, an observer's account suggests that their persuasive effect may have been constrained by how emotionally engaged and response oriented TikTok audiences tend to be toward this kind of issue, a pattern that warrants closer empirical investigation. These findings offer practical guidance for regional police public relations units seeking to design more adaptive,

platform sensitive issue management practices for fast moving, short video social media.

Abstrak

Media sosial kini menjadi saluran komunikasi real-time bagi humas kepolisian, dan sifat algoritmatis TikTok dapat membuat sebuah isu meningkat sebelum institusi sempat memverifikasi fakta atau menyiapkan respons. Persoalan ini mengemuka ketika sebuah video TikTok yang menuduh salah tangkap oleh anggota Satreskrim Polres Blitar viral pada Desember 2025 dan memicu reaksi publik yang luas sebelum ada klarifikasi resmi. Penelitian ini mengkaji proses manajemen isu, mekanisme pemantauan, dan upaya klarifikasi yang dilakukan oleh Unit Patroli Siber Humas Polres Blitar dalam merespons isu tersebut. Pendekatan kualitatif deskriptif digunakan dengan mengacu pada teori manajemen isu Chase (1984); data primer diperoleh melalui wawancara mendalam dengan Kepala Seksi Humas sebagai informan kunci, bersama anggota Unit Patroli Siber, staf administrasi humas, dan seorang pengamat konten sebagai informan pendukung, dilengkapi observasi dan dokumentasi arsip resmi serta konten daring. Hasil penelitian menunjukkan bahwa proses manajemen isu mengikuti lima tahapan, yaitu identifikasi isu, analisis isu, penentuan strategi respons, implementasi komunikasi, dan evaluasi. Pemantauan dilakukan secara sistematis melalui patroli siber harian yang melacak tren tagar dan konten viral di TikTok, sementara strategi respons melibatkan koordinasi lintas fungsi bersama Satreskrim untuk menghasilkan klarifikasi berbasis fakta yang disebarluaskan melalui pendekatan counter opinion lewat kanal resmi Humas dan media daring. Meskipun klarifikasi berhasil menjangkau audiens yang lebih luas, keterangan seorang pengamat mengindikasikan bahwa daya persuasinya mungkin terbatas oleh kecenderungan audiens TikTok yang emosional dan responsif terhadap isu semacam ini, sebuah pola yang memerlukan kajian empiris lebih lanjut. Temuan ini memberikan panduan praktis bagi unit humas kepolisian daerah dalam merancang praktik manajemen isu yang lebih adaptif dan peka platform untuk media sosial berbasis video pendek yang bergerak cepat.

Keywords: Issue Management, Cyber Patrol, TikTok

INTRODUCTION

The rapid spread of information on TikTok is well illustrated by the alleged wrongful arrest case involving four members of the Criminal Investigation Unit (Satreskrim) of Polres Blitar against a resident, Feriadi, who was suspected of involvement in the rape of an elderly victim. The case drew

public attention after the TikTok account "Peduli Blitar Raya.co.id" uploaded a video containing a chronology of the alleged wrongful arrest, accompanied by a narrative of mistreatment by a police officer. The content subsequently developed through follow up uploads, including a direct testimony from Feriadi and statements from his legal counsel requesting the attention of the Chief of Polres Blitar and the Chief of Polda Jawa Timur. The spread of this video triggered a wide range of public responses comments, speculation, and negative opinion toward the National Police that developed massively on TikTok. TikTok's algorithmic characteristics, which push rapid content distribution, made the issue widely discussed and shaped public perception even before any official clarification was issued. This condition illustrates that TikTok functions not merely as entertainment but as a public-communication medium capable of shaping public perception, and it exposes a gap between what an institution says about itself ("law in books") and how the public actually perceives and reacts to its conduct in real time ("law in action"). If a developing issue is not addressed promptly, public opinion can form unilaterally based on unverified information circulating online.

Several prior studies confirm that social media strongly shapes public opinion toward police institutions, though each addresses a different facet of the picture. Saverin examined how the Public Relations Division of Polres Sikka counters negative news, but the study emphasized general communication strategy rather than a systematic issue management process. Rachmawati showed that government public relations issue management is carried out through structured communication strategies to protect institutional image in the digital public sphere, while Sholahuddin and Damastuti demonstrated that police public relations manage social media systematically through content planning, message design, and response to public opinion. Nugraha, Sjoraida, and Novianti argued that government public relations in the millennial era must be transparent, responsive, and accountable in managing public information through digital technology, and Rachmat, Nugroho, and Ruchimat positioned cyber patrol as a form of law-enforcement transformation into the virtual space. Taken together, these studies establish the strategic role of social media and cyber patrol in institutional communication, but none examines issue management as practiced by a regional-level (Polres) public relations unit specifically in response to negative content that spreads through a short video, algorithm driven

platform such as TikTok, whose distribution logic differs fundamentally from text based social media.

This gap matters for two connected reasons. First, regional police units operate with coordination patterns and information management mechanisms that differ from those at the national level, so findings from central-level studies cannot simply be generalized downward. Second, TikTok's algorithm allows content to spread widely within a short time regardless of an account's follower count, meaning an issue can escalate before an institution has verified facts and prepared a response a dynamic qualitatively different from the more predictable, planned agenda building processes described in earlier issue-management literature. Addressing this gap, the present study investigates how the Cyber Patrol Unit of Polres Blitar's Public Relations Division manages negative content related to policing on TikTok, focusing on the case of the alleged wrongful arrest of Feriadi. In doing so, the study contributes to organizational-communication and public relations research by showing how a regional public institution detects, interprets, and responds to fast-moving issue dynamics on a short-video platform before such issues escalate into a reputational crisis.

Methodologically, this study employed a descriptive qualitative approach within a constructivist paradigm, on the understanding that public perception of the police in digital space is constructed through the ongoing interaction between social media, the public, and the institution itself. Data were collected through in-depth interviews, observation, and documentation involving informants directly engaged in monitoring and clarifying the issue, and were analyzed using the interactive model of Miles, Huberman, and Saldaña, comprising data reduction, data display, and conclusion drawing/verification. A brief account of this approach is provided in the following section.

The remainder of this article is organized as follows. The Method section outlines the research design, data sources, and analytical technique. The Discussion section is divided into two parts that correspond to the study's two research questions: the first examines the stages of the issue-management process from the emergence of the issue on TikTok to its evaluation, while the second examines the monitoring mechanism and clarification efforts undertaken by the Cyber Patrol Unit through official communication channels. The article closes with a Conclusion that summarizes the study's contribution and offers recommendations for institutional practice and future research.

METHOD

This study used a qualitative approach with a descriptive design, chosen because the research aims to understand in depth the process of issue management carried out by the Cyber Patrol Unit of Polres Blitar's Public Relations Division in handling negative content on TikTok. The qualitative approach allowed the researcher to explore the meanings, strategies, and communicative dynamics that unfolded in their natural context, given that the phenomenon under study issue monitoring, negative content analysis, and public clarification could not be adequately captured through quantitative measurement. The study was situated within a constructivist paradigm, which views the public's perception of the police in digital space as a social construction formed through the interaction among social media, the public, and the institution, rather than as a single, objective reality.

The research was conducted at the Public Relations Division of Polres Blitar, specifically its Cyber Patrol Unit, chosen because of its direct responsibility for monitoring, managing, and responding to issues and news that develop in digital space, particularly on TikTok, and because Polres Blitar was the institution directly handling the wrongful arrest case that forms the focus of this study.

Data consisted of primary data obtained through structured interviews with members of the Cyber Patrol Unit, the Head of the Public Relations Section (Kasi Humas), and an active social-media observer of police related content, and secondary data drawn from official Polres Blitar documents, online news archives, National Police Public Relations publications, and relevant academic literature. Informants were selected through purposive sampling based on their direct involvement in, and knowledge of, the issue-management process; they comprised the Head of the Public Relations Section as the key informant, together with a Cyber Patrol Unit member, a public relations administrative staff member, and a content observer as supporting informants. Data were collected through in-depth interviews, observation of monitoring and handling activities on TikTok, and documentation of archives, reports, and relevant digital content.

Data were analyzed using the interactive model developed by Miles, Huberman, and Saldana, comprising three stages: data reduction, in which data were sorted and summarized to focus on relevant information; data display, in which findings were organized into narrative descriptions and tables to facilitate interpretation; and conclusion drawing and verification, in which meaning was drawn from the displayed data and repeatedly verified to preserve the validity

of the findings. The trustworthiness of the data was established through credibility (source triangulation and prolonged engagement in observation), dependability (consistency of the research process from beginning to end), confirmability (ensuring findings originated from informants rather than researcher bias), and transferability (providing sufficiently detailed description for the findings to be applicable to similar contexts).

RESULT AND DISCUSSION

The Issue-Management Process of the Cyber Patrol Unit in Handling Negative Content on TikTok

The issue-management process carried out by the Cyber Patrol Unit of Polres Blitar's Public Relations Division follows the five stages proposed by Chase: issue identification, issue analysis, response strategy determination, communication implementation, and evaluation consistent with Regester and Larkin's view that issue management is an organization's planned effort to anticipate and respond to public issues before they escalate into a crisis. These five stages did not operate rigidly; rather, they were interrelated and adapted continuously to the dynamics of the issue as it developed on TikTok.

Emergence and Initial Identification of the Issue

Issue identification at the Cyber Patrol Unit runs systematically through daily cyber patrol activities that track hashtags, content trends, and active local accounts posting current information. As one officer explained, the team conducts cyber patrols every day to find out what is trending or what recent news is rising in visibility, using engagement and view-count thresholds within the first hour of upload as an early indicator of content that may turn into a viral issue within the following hours. Cyber patrol thus functions as an early detection mechanism that allows the organization to recognize potential issues from the moment they surface, reinforcing the view that issue management is closely tied to an organization's capacity for continuous environmental scanning.

This finding also marks a point of departure from earlier studies, in which issue management is typically carried out through planned agenda building, whereby an issue is deliberately constructed, controlled, and disseminated through integrated media channels. In the case of Polres Blitar, by contrast, identification of the TikTok issue was not the product of structured planning; it was driven largely by content performance and platform algorithms, meaning an issue can emerge abruptly from various sources and demands a higher degree of sensitivity and speed in the identification process.

Assessing Issue Urgency Based on Spread Intensity and Public Engagement

Following Chase's second stage issue analysis the Cyber Patrol Unit assesses the urgency and escalation potential of an issue based on indicators of public engagement with the circulating content, particularly view counts and interaction levels within a short time frame. This shows that understanding an issue's dynamics rests not only on the content of the information itself but also on how the public responds to and amplifies it. The finding reinforces the position of issue-management models that treat urgency assessment as an essential step preceding any response strategy, and it demonstrates a preventive orientation on the unit's part in reading the trajectory of an issue before it escalates.

Compared to earlier work that frames such analysis mainly as reactive, occurring after a crisis has already unfolded, the present findings show the assessment being performed at the very early stage of an issue's emergence indicating that this study extends the scope of inquiry from crisis management toward earlier, more proactive issue management.

Determining a Response Strategy amid Developing Public Opinion

Public Relations personnel at Polres Blitar cannot formulate a response unilaterally; they must coordinate with the function directly handling the case in this instance, the Criminal Investigation Unit (Reskrim) because Public Relations lacks the authority to compose a response without a verified factual basis. As one informant put it, Public Relations has to coordinate with Reskrim because Reskrim is the one handling the case directly, and Public Relations cannot simply draft a statement on its own. This is consistent with Chase's conception of issue management as an integrated organizational process rather than a purely communicative activity; in this study, cross-functional and cross level coordination emerged as the principal factor that strengthened the legitimacy of the response in the eyes of the public, indicating that the quality of a clarification depends not merely on the speed of its delivery but on the strength of the internal verification process behind it. This stands in contrast to studies describing a more unilateral, purely informative response pattern, and suggests that cross functional coordination is what renders a police response credible and trustworthy to the public.

Implementing Clarification and Disseminating Information through Digital Media

Communication implementation at Polres Blitar took the form of a counter opinion approach intended to correct the narrative circulating in public, which can be linked to the concept of persuasive communication within issue management, whereby an organization uses communication to influence and correct public perception. Counter opinion, in this context, does not mean defending the institution unconditionally; it means straightening out what had already been posted or gone viral by presenting more accurate facts. Clarification was disseminated through the official website of National Police Public Relations and subsequently picked up by online media outlets, extending its reach beyond the immediate local audience.

Evaluating Issue Handling against Shifts in Public Perception

Evaluation of the issue-handling effectiveness was carried out by monitoring the development of public conversation after clarification was issued. Although the clarification succeeded in reaching online media beyond the local area, a critical assessment from an active observer of police-related content suggested that wide distribution of information does not necessarily translate into a shift in public perception; the observer also noted that TikTok users tend to favor narratives that side with disadvantaged parties, such as a wrongful arrest victim from a lower-income family. This observation strengthens the argument that the emotional and empathetic character of TikTok audiences shapes clarification effectiveness, a pattern consistent with the Situational Theory of the Public, which holds that a public already emotionally engaged with an issue tends to be more resistant to information it perceives as a defensive institutional response.

Monitoring Mechanism and Clarification Efforts by the Cyber Patrol Unit

The monitoring and clarification mechanism carried out by the Cyber Patrol Unit covers two main aspects: periodic monitoring of issue development and the execution of clarification steps through official communication channels.

Monitoring TikTok Content through Cyber Patrol Activity

Monitoring is carried out actively by tracing circulating content through relevant keywords and hashtags. According to one Cyber Patrol officer, the

workflow begins with routine monitoring to detect uploads that may cause unrest or damage institutional image; once content is identified, an initial analysis assesses its content, context, spread level, and potential impact on public order. When an issue goes viral, monitoring intensity is escalated to continuous, real time observation of comments, re-uploads, and shifts in public opinion, so that any change can be addressed promptly. This reflects the view of public relations as a management process that begins with fact finding and public identification, requiring an organization to understand its environment and its publics before taking communicative action; it also extends earlier findings on cyber public relations and on the underexplored issue management of police institutions on short-video platforms, empirically demonstrating that TikTok's algorithmic character produces issue dynamics fundamentally different from text based social media and therefore demands more adaptive, contextual communication strategies.

Monitoring still relies mainly on manual observation of hashtag trends and locally active accounts rather than dedicated monitoring tools, which keeps the team responsive to local conversational dynamics but also makes monitoring effectiveness highly dependent on personnel diligence and consistency; a more integrated technological system would likely strengthen early detection capacity for a wider range of potential issues. Beyond content, the unit also attends to comment section sentiment, tolerating critical comments while suppressing provocative ones that could escalate the issue or hinder ongoing investigation, and this monitoring data directly informs which messages Public Relations prioritizes and how its communication strategy is adjusted to stay on target.

Internal Coordination in Verification and Issue Handling

The clarification strategy applied by Polres Blitar's Public Relations Division reflects a fact-based, verified approach to communication: clarification is never drafted unilaterally but is produced jointly with the function directly handling the case, in this instance Reskrim, to ensure the information conveyed to the public rests on solid ground. Internal coordination also extended to the Propam Division regarding the internal investigation outcome and, through a coordination meeting, to the Public Relations Division of Polda Jawa Timur to align perception and messaging strategy for the viral TikTok issue. In terms of Grunig and Hunt's model of managing public relations, this reflects two-way communication practice, in which an organization not only conveys messages

but also responds to developing public opinion; the use of official media to disseminate clarification further illustrates the media-relations function within organizational communication strategy. This differs from studies emphasizing government public relations built primarily on transparency, accountability, and responsiveness in a general sense: in the context of a viral TikTok issue, the present findings show that speed of clarification matters just as much as message content, because any delay accelerates the spread of negative perception in digital space.

Delivering Clarification through Online Media and Official Police Channels

Effectiveness of clarification in this study is measured not only by the speed of information delivery but also by the level of public trust in the information conveyed. Clarification produced through cross-functional coordination and grounded in verified fact tends to be trusted more by the public, indicating that information quality rather than response speed alone is the principal determinant of clarification success, and that legitimacy derived from a credible internal source further strengthens public acceptance. This is consistent with the core aim of public relations as articulated in *Managing Public Relations*, namely building a relationship of mutual trust between an organization and its publics; public trust thus becomes a key indicator for assessing communication effectiveness. Consequently, the effectiveness of clarification depends not only on technical communication skill but also on the strength of the internal process that produces accurate, credible, and accountable information a finding that extends prior work on cyber public relations and confirms that TikTok's algorithmic dynamics require communication strategies that are more adaptive and contextually tailored than those suited to text based platforms.

Conclusion

Managing issues and public information in the era of social media requires organizational communication that is directed, structured, and adaptive to the dynamics of digital platforms; the process extends beyond message delivery to encompass issue monitoring, response formulation, and evaluation of communication effectiveness. Based on the findings concerning the monitoring mechanism and clarification efforts of Polres Blitar's Cyber Patrol Unit in handling negative content related to policing on TikTok, three conclusions can be drawn. First, cyber patrol monitoring functions as the strategic foundation of

public communication and, compared to earlier studies, proved more adaptive in responding to viral TikTok issues in real time; monitoring serves not merely as early detection but as the basis for determining the direction of communication strategy, indicating that the monitoring function has evolved into part of the organization's strategic communication. Second, clarification efforts show that cross-functional coordination is the principal factor in building communication legitimacy, complementing and extending previous findings: because Public Relations coordinates with other functions such as Reskrim to verify information before it reaches the public, the resulting clarification is more credible, and the effectiveness of that coordination not merely its existence determines the legitimacy of the information produced. Third, clarification effectiveness is determined not only by response speed but by how well the message fits the characteristics of the digital audience, which marks the key point of difference from earlier research: although clarification was delivered quickly and disseminated across multiple media, its effectiveness remained shaped by TikTok audiences' emotional and short-content-responsive tendencies, underscoring that audience characteristics and platform dynamics are decisive variables in the effectiveness of public communication in the social-media era.

Based on these conclusions, it is recommended that the monitoring and clarification mechanism of Polres Blitar's Cyber Patrol Unit be developed further into a more integrated and systematic practice, including clearer standards for message format, content duration, and communication style suited to digital audiences, so that information delivered is not only fast but genuinely effective in shaping public understanding. Cross-functional coordination between Public Relations and other units, particularly Reskrim, should be strengthened and formalized into a clearer working mechanism covering coordination flow, role division, and response time, so that clarification can proceed more consistently and command stronger public legitimacy. Future research is encouraged to examine more closely the effectiveness of digital communication in relation to the emotional and short-form-responsive characteristics of TikTok audiences, including message-design strategies that can increase engagement and public trust in official clarification, as well as the implementation of digital communication training for public relations personnel covering content production, issue management, and evaluation of public response.

Acknowledgement

The author would like to express gratitude to the supervisor for the guidance, insight, and time devoted throughout the preparation of this research, and to the Public Relations Division and the Cyber Patrol Unit of Polres Blitar for their openness and cooperation as informants during data collection. Appreciation is also extended to the Faculty of Ushuluddin, Adab, and Dakwah and the Communication and Islamic Broadcasting Study Program of UIN Sayyid Ali Rahmatullah Tulungagung, as well as to family and colleagues who provided continuous support during the completion of this study.

BIBLIOGRAPHY

- Alesa, D., dkk. (2023). Peran media sosial TikTok dalam membentuk opini publik tentang calon presiden pada Pemilu 2024. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 3(6). <https://doi.org/10.56799/jim.v3i6.3374>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). Laporan survei penetrasi internet Indonesia 2024. <https://apjii.or.id/survei>
- Broom, G. M., & Sha, B.-L. (2013). *Cutlip and Center's effective public relations* (11th ed.). Pearson Education Limited.
- Chase, W. H. (1984). Issue management: Origins of the future. *Public Relations Quarterly*, 29(1), 38–40.
- Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate Reputation Review*, 10(3), 163–176. <https://doi.org/10.1057/palgrave.crr.1550049>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage Publications.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Fadhilah, A. N. (2021). Manajemen isu dalam upaya mempertahankan reputasi organisasi di era digital. *Jurnal Ilmu Komunikasi*, 19(1).
- Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Lawrence Erlbaum Associates.
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
- Heath, R. L. (1997). *Strategic issues management: Organizations and public policy challenges*. Sage Publications.
- Hidayat, D. N. (2003). *Paradigma dan perkembangan penelitian komunikasi*. PT Grasindo.
- Hikmah, B., Zebua, W. D. A., & Utari, S. A. (2023). Peran humas kepolisian resor Tangerang Selatan dalam meningkatkan citra kepolisian. *Tuturan: Jurnal Ilmu Komunikasi, Sosial dan Humaniora*, 1(4), 221–238. <https://doi.org/10.47861/tuturan.v1i4.572>

- Jaques, T. (2007). Issue management. *Public Relations Review*, 33(2), 147–157. <https://doi.org/10.1016/j.pubrev.2007.02.007>
- Jaques, T. (2009). Issue management and crisis management: An integrated, non-linear, relational construct. *Public Relations Review*, 35(3), 280–286. <https://doi.org/10.1016/j.pubrev.2009.05.004>
- Juditha, C. (2018). Interaksi komunikasi hoax di media sosial serta antisipasinya. *Jurnal Pekommas*, 3(1), 31–44. <https://doi.org/10.30818/jpkm.2018.2030104>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kriyantono, R. (2014). Teori-teori public relations perspektif Barat dan lokal. Kencana Prenadamedia Group.
- Kurniasih, N., & Setyowati, R. (2022). Pengaruh media sosial dalam pembentukan opini publik di era digital. *Jurnal Komunikasi*, 14(2).
- Leonard, K. M., & Van Scotter, J. R. (2023). Management issues in police and social worker alliances: Using the lens of occupational culture. <https://doi.org/10.1177/00938548231162571>
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage Publications.
- Merriam, S. B. (2009). *Qualitative research: A guide to design and implementation*. Jossey-Bass.
- Miles, M. B., Huberman, A. M., & Sald aña, J. (2014). *Qualitative data analysis: A methods sourcebook*. Sage Publications.
- Miles, M. B., Huberman, A. M., & Sald aña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). Sage Publications.
- Moleong, L. J. (2017). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya.
- Moleong, L. J. (2021). *Metodologi penelitian kualitatif* (Edisi revisi). PT Remaja Rosdakarya.
- Nugraha, A. R., Sjoraida, D. F., & Novianti, E. (2022). Analisis strategi humas pemerintahan era milenial dalam menghadapi tata kelola informasi publik. *Jurnal Common*, 6(1), 1–12. <https://doi.org/10.34010/common.v6i1.7432>
- Nurnisya, F. Y., Saad, S., & Md Noor, S. (2020). Implementation of the excellence theory to enhance reputation of Indonesian National Police. *Al-I'lam: Journal of Contemporary Islamic Communication and Media*, 2(2). <https://doi.org/10.33102/jcicom.vol2no2.55>
- Nurudin, & Pawito (Eds.). (2010). *Disinformasi berita politik dalam media massa*. Buku Litera.
- Putri, W. E., Afrilia, A. M., Istiyanto, S. B., & Hermawan, R. R. (2024). Analisis wacana pada akun Twitter @DivHumas_Polri dalam manajemen krisis tragedi Kanjuruhan. *Jurnal Kajian Komunikasi*. <https://doi.org/10.33822/jep.v7i1.6422>
- Rachmat, L. I., Nugroho, Y. A., & Ruchimat, T. (2021). Perspektif mengenai patroli siber sebagai penegak hukum di media sosial. *Prosiding Seminar Nasional Penelitian dan Pengabdian kepada Masyarakat*. <https://doi.org/10.24912/psenapenmas.v0i0.15178>

- Rachmawati, F. (2023). Strategi humas pemerintah dalam pengelolaan manajemen isu era post truth. *Jurnal Studi Komunikasi dan Media*, 27(2), 187–199. <https://doi.org/10.21009/COMMUNICOLOGY.031.08>
- Regester, M., & Larkin, J. (2008). *Risk issues and crisis management in public relations* (4th ed.). Kogan Page.
- Rosmala, Mairita, & Dewi, S. A. E. (2025). Peran humas pemerintah membangun citra positif pada kasus OTT Gubernur Kalimantan Selatan tahun 2024. *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi*, 10(1), 259–297. <https://doi.org/10.52423/jikuho.v10i1.1517>
- Sari, D. P. (2022). Peran cyber public relations dalam mengelola isu di media sosial. *Jurnal Komunikasi Pembangunan*, 20(2).
- Saverin, M. F. (2025). Humas Polres Sikka dalam mengcounter berita negatif. <https://doi.org/10.69957/relasi.v5i03.1819>
- Sholahuddin, M. I., & Damastuti, R. (2024). Management of social media by public relations of Kebumen Police Resort in maintaining the image of Kebumen Police Resort. *Jurnal Komunikasi Profesional*, 8(1), 45–58. <https://doi.org/10.25139/jkp.v8i1.7321>
- Sinduwiatmo, K. (2018). *Manajemen public relations*. Umsida Press.
- Sugiyono. (2017). *Metode penelitian kualitatif*. Alfabeta.
- Sugiyono. (2023). *Metode penelitian kualitatif*. Alfabeta.
- Syah, R. (2023). Strategi kepolisian dalam pencegahan kejahatan phising melalui media sosial di ruang siber. *Jurnal Hukum dan Keamanan Digital*, 5(2), 77–89.
- We Are Social, & Meltwater. (2024). *Digital 2024: Indonesia*. <https://datareportal.com/reports/digital-2024-indonesia>