
The Role of Provision in Handling Crime Case Through Social Media

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Abstrak: This study aims to determine the program, the use of media, and obstacles in handling crime cases of buying and selling online through social media. This study uses descriptive qualitative research methods obtained from primary and secondary data through observation, interviews and documentation. The author raises the theme of public relations because public relations is the mouthpiece of an agency, then the agency must establish public relations that can improve the image of the agency and can be a medium for disseminating information to the public. Jember Police Public Relations also has a program as a center for information services to the public. Media that is often found in criminal cases that is not only via social media accounts but many are also found through online trading applications. There are 3 constraints faced by the Jember police station, namely, the difficulty of tracking down perpetrators who are also accustomed to using other people's identities, the difficulty of opening accounts of perpetrators due to bureaucratic licensing and limited special tools where investigators cannot mention the intended tools..

Keywords: role of public relations; social media crime education.

INTRODUCTION

Humans are creatures who are open, free to choose meaning in every situation, take responsibility for every decision, live sustainably, and participate in building relationships between people and are superior to multidimensional possibilities. Humans are inseparable from interpersonal relationships, which means that humans still need other humans to achieve one goal. Public Relations or so-called PR is a form of activity and a communication process. The communication process in public relations activities is important for human life. Therefore, without communication there will be no interaction. Public relations is a channel to facilitate interaction and dissemination of information. The role of public relations in government circles is very important in building a good image of the nation and state. The effort to revitalize the role of public relations is very important and is an urgent demand at this time, must be carried out in all government agencies, as a strategy to make changes to the structure of the role of public relations that can synergize effectively. Government public relations is always required to be able to face challenges and environmental changes that are very fast.

In an organization, especially in the scope of regional government, public relations plays a very important and strategic role. In addition, as a communication activity, public relations also functions as a bridge to build a conducive atmosphere within, both internal and external, in order to build the image or image of the government organization itself. As for the internal duties of public relations, namely, designing information so that the information conveyed by the organization has uniformity or information relevance. The public has the right to access information, on the other hand, the government is obliged to ensure that access is maintained and controlled so that it does not cause negative access due to bombastic exploitation of the news. Because, in the end the people are also the losers. Public relations has an increasingly important and strategic

role, so many people hope that the government public relations apparatus will expand their horizons, understanding and knowledge around public relations so that the performance and professionalism of government tasks can be carried out properly.

The birth of social media with complete technological facilities allows its users to communicate with other users who are geographically far away, but as if they are in close proximity. The presence of social media also provides so many conveniences, starting from the ease of exchanging messages and information, to the ease with which a user wants to publish his work so that it can be known by others, eliminating generation boundaries and expanding discourse. Social media has also played a large role in the economic and trade fields with its ability to support product marketing activities to buying and selling activities. However, research has found that the interactions carried out by the networked community using Internet technology have an impact on the emergence of members of society who are less responsible and exclude themselves from interaction with the community. In general, a society that experiences changes due to technological advances, generates many social problems. This happens because the condition of the community itself is not ready to accept change or it can also be because the values of society have changed in assessing the old condition as a condition that is no longer acceptable. These people then behave deviating from the norms of virtual social interaction by taking actions that interfere with the social interactions that occur.

One of the negative impacts caused by technological developments is the threat of modern crimes. Crime continues to develop along with the development of human civilization, with its quality and quantity complex with variations in its modus operandi. Crimes caused by the development and advancement of information technology and telecommunications are crimes related to internet applications, or in foreign terms it is often called cybercrime. The case that is currently excited is fraud via an online shop. Initially, the online shop was an activity of buying and selling through an electronic system, transactions were carried out using a predetermined payment system and goods would be sent via a freight forwarder. Through the internet, several types of criminal acts are easier to do, such as criminal defamation, pornography, gambling, account burglary, cyber network destruction (hacking), and those committed for personal gain. Fraud events must be of concern because they have a very big influence on the social life of victims and it is necessary to find prevention methods because the existence of social media has become an integral part of social life, and is believed to be one of the supporters of social interaction in everyday life.

Resort Police or commonly referred to as Polres is the command structure of the Indonesian National Police in the regency or city area. Likewise, Jember City also has the Jember Police or Polres. For the existence of a Resort Police or Polres in every regency or city apart from protecting the community, maintaining security, public order and law enforcement to provide protection, also to assist the community in eradicating criminal acts in the Jember Police jurisdiction. Researchers will look for information related to the crime of fraud and find out what obstacles the Jember Police Public Relations is facing in handling criminal cases (fraud) through social media. Researchers saw the percentage from 2017 to 2018 the crime rate in Jember rose and was dominated by cases of drug trafficking and fraud. There were 258 cases of fraud alone in 2018.

Literature review

Research written by Hari Pamungkas, Eko Raharjo, Damanhuri Warganegara in 2017 concerning Criminological Analysis of Fraudulent Crimes with Money Multiplying Mode (Case Study at the Bandar Lampung Police), the results of this study concluded by showing several factors that cause fraud with money

multiplying mode. including external factors, namely economic and environmental factors. Furthermore, the internal factor is the factor of education and fun or trying, other factors that cause the perpetrator to commit the fraud crime with the money-multiplying mode, namely the role of the victim, and the lack of arrest by the authorities. There are several countermeasures that can be done by means of preventive countermeasures or measures taken to prevent fraud by holding legal counseling. Apart from preventive efforts there are also repressive measures that must be taken by law enforcement officials, namely by imposing penalties appropriate to the perpetrators of fraud in accordance with Article 378. that is, a maximum of 4 years in prison. The author suggests that religious ministry should function properly in this case in order to increase religious guidance activities to the community so that people can have a strong faith and awareness that the so-called doubling of money is never justified. As well as giving an appeal to always be aware of the lure of a quick way to get money. It is hoped that with the continuous appeals regarding vigilante against the mode of fraud can reduce fraud crime with the new mode. In this study there is a difference between the research that the author made, namely, in his research it focuses only on the role of public relations of the Jember Police in handling cases of crime (fraud) and in a study written by Hari Pamungkas, Eko Raharjo, Damanhuri Warganegara, the author investigates and only analyzes criminological fraud crimes using money multiplying mode.

Research written by Rahmadani Rosalia, Anang Sujoko, Maulina Pia Wulandari, Journal of Mediakom Communication Science Vol.2 No.1 of 2018 concerning the Implications of the Implementation of Permenpan RB NO.6 TH 2014 on the Role of Public Relations of the Bangka Belitung Provincial Government, the results of this study are researchers. concluded this research using an interpretive paradigm with qualitative methods through data collection techniques in the form of in-depth interviews. The phenomenon discussed through a qualitative descriptive framework is the practice of public relations that occurs in the Bangka Belitung provincial government by targeting public relations public relations institutions and skill level public relations institutions as research subjects which is strengthened by department heads and the assessment team as professionals. considered capable of providing an assessment of the role of public relations institutions aimed at strengthening and obtaining depth of data.

Side panel Research written by Wicaksono, Joshua Caesario Gaesang (2019) on the Role and Function of National Police Public Relations in Tackling Hoax News in Tangerang City (Case Study at the Tangerang City Metro Police) Public Relations of the National Police is an important bridge that connects the media with the police. The existence of Public Relations is to convey information to the public through the mass media. The Public Relations Division of the Tangerang City Metro Police is in charge of carrying out Unit Information (Penset) in order to distribute information within the National Police, conduct coverage, Production Monitoring and documentation of all news related to the duties and policies of the Police leadership. The results of this research use descriptive-qualitative type and use the case study method. It shows that the role of Public Relations at the Tangerang City Metro Police in overcoming hoax news in the city of Tangerang only plays a role and functions for news diversion only, the purpose of news diversion is that the Public Relations of the Police does not handle or eradicate the news directly. is not true that has been disseminated in the media. However, the role of PR itself is more on how to divert society so that it does not get too carried away in untrue news.

The definition of fraud according to the Big Indonesian Dictionary of the basic word fraud, namely deceit is an act or dishonest word (lying, fake, etc.) with the intention of misleading, outsmarting, or seeking profit. Meanwhile, fraud is a process, an act, a way of cheating. A fraudulent act in the sense that a

person has said a lie or with trickery to get an advantage and has harmed another person against the law, he has committed a criminal act regulated in the Criminal Law Law The criminal act of fraud or fraud is "persuading other people with trickery, a series of false words, false names, false circumstances in order to give something" and the elements of the criminal act of fraud which are divided into two, namely objective and subjective elements.

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue. World crime or commonly referred to as Cybercrime is a term that refers to criminal activity in which computers or computer networks become the target or place of crime. Cyber crimes include online auction fraud, check forgery, credit card fraud, identity fraud, violence, and others. or etc.

METHOD

This type of research used in this research is qualitative research. Kriyantono stated that, "Qualitative research aims to explain phenomena in depth through the collection of data in depth." Qualitative research emphasizes the depth of data obtained by researchers. The deeper and more detailed the data obtained, the better the quality of this qualitative research. Researchers choose qualitative research because this method is widely used is that the data collected is considered very useful in helping us to solve or be able to solve problems that arise in everyday life. This descriptive method also helps us find out how to achieve the desired goals, and descriptive research is more widely used in the field of investigation on the grounds that it can be applied to various kinds of problems. This method is also suitable if we want to gain insight into something that is little known, because qualitative methods can provide complex details about phenomena that are difficult to reveal by quantitative research methods.

RESULTS AND DISCUSSION

Public Relations of the Jember Police has a program to provide access to information to the people of Jember by providing appeals for facts / correct information through several social media in the form of Instagram, YouTube, Twitter, Facebook, and websites. This explanation was explained by an informant, namely Paur, Sub-Section of Public Relations at the Jember Police, Mr. Aiptu Andre Rony (45) explained that:

“Before entering the public relations program itself, the job of the public relations function was only as an information manager. And public relations has 3 (three) roles, namely as a manager of information, services (information needs), and public information. Indeed, the task of public relations is to provide information to the public, if we are asked about the PR program, yes, it is only providing information and advice to the public through our social media. The social media that we have, Instagram (@polisijember), especially because many teenagers have Instagram accounts, so that the public knows what information and appeals we always provide via Instagram accounts. Not only Instagram, Twitter, Facebook, YouTube and the police website (<https://polresjember.id/>)” (Source, interview, March 4, 2020).

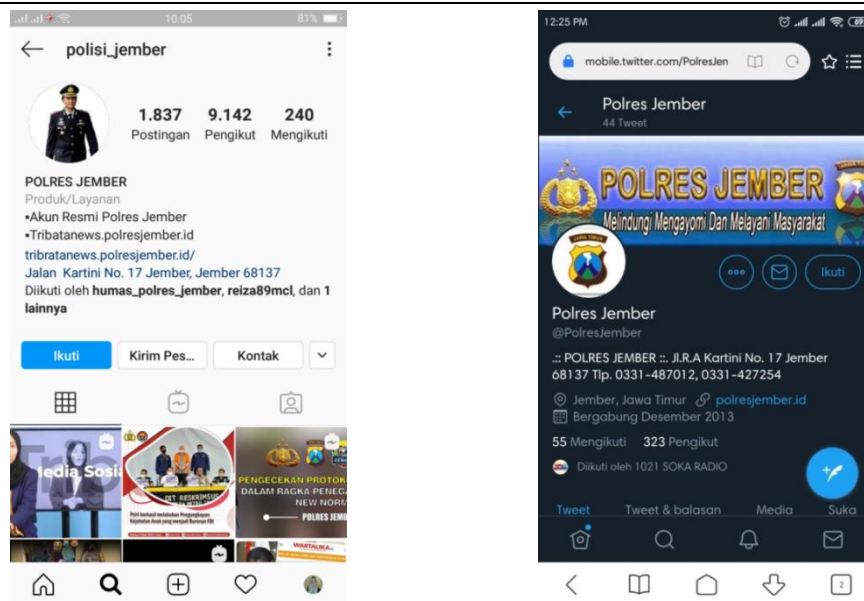


Figure 1 Social Media for the Jember Police

Based on the results of interviews with informants Mr. Aiptu Andry Rony (45), the researchers concluded that the role of public relations at the Jember Police was the center for managing information, services (information needs), and public information. For the public relations program of the Jember Police, they only provide information and appeals through the social media they have. As for another explanation of the programs and media used in handling crime cases through social media from informants, namely a member of public relations, Mr. Aiptu Rifki (36) explained that:

Actually, the Public Relations of the Jember Police is the mouthpiece of the Polres, which is meant as the mouthpiece of information for the general public. Provide correct information and advice. For social media, we have Facebook, Instagram, Twitter and the official website of the Jember Police. For the PR program, the Jember Polres actually follows activities organized by the Polres, and coupled with the PR of the Jember Police, always creates useful content, both appeals and news that occur in the Jember environment "(source, interview, 12 March 2020).

Based on the results of interviews with informants Mr. Aiptu Rifky (36), the researcher concluded that the results of the interviews were not far from the previous informants. The role of public relations at the Jember Police as a funnel or information center for the general public. They create creative content by submitting appeals to the public.

Another explanation was also conveyed by the informant who was also a member of the Public Relations of the Jember Police, Mr. Aiptu Hadi (47) explained that:

"The public relations program of the Jember Police is only a center of information and provides an appeal to the public through the media that the public knows what is happening. But not only news, the public relations of the Jember Police also informed about the activities carried out by colleagues at the Jember Police through the Jember Polres social media accounts. News and activities carried out by the Jember Police are usually through social media, Instagram and YouTube, because at this time Instagram and YouTube are mostly held by the community, especially teenagers. Not only Instagram and YouTube, there are Facebook, Twitter and the official website of the Jember Police "(source, interview, March 7, 2020).

Based on the results of interviews with informants Mr. Aiptu Hadi (47), the researcher concluded that with the Jember Police public relations officer who served as an information center so that the general public would know what was going on. Not only in the news, the public relations task of the Jember Police is also to inform the activities of Jember police colleagues through the official social media accounts of the Jember Police.

From the explanation of the interview and the picture above, Jember Police Public Relations has 3 roles, namely as:

- 1) information manager,
- 2) service (information needs) and
- 3) public information.

The public relations role of the Jember Police is to present information through publications or media from social media which is widely found by the public, besides that there are also PWI, AJI. In addition to providing information or appeals to the people of Jember, Jember Police Public Relations also provides creative content through several social media accounts. Everything that is done by the Jember Polres cannot be separated from the duties of public relations in building a good image for the Jember Police to the people of Jember. And all of that, cannot be separated from the responsibility of the public relations department which is very influential to convey and provide correct information.

Media that is often found in cases of online buying and selling fraud

Crime on social media has often occurred lately, not only online buying and selling fraud but even manipulating account data is often the case, therefore the crime of buying and selling fraud is nothing new in society in this digital era. Because crime often occurs, it is not only the fault of one party or the seller but also the buyers who rush to get the goods they want without checking the buyer's rating, item display, seller info, and location. In this digital era, technology has become increasingly sophisticated. This is indicated by the development of features on social media. In the development of features on social media, it is the same as the increasing number of users of the media. As we know, the current social media most widely used by users is Instagram, where Instagram developers provide lots of interesting features for its users, one of the features of a professional account switch (switching professional accounts) that can be used for business media. Not only Instagram, Facebook is no less interesting for its feature development. If Instagram has a business account, Facebook also has features for users who want to promote their business through the marketplace feature.

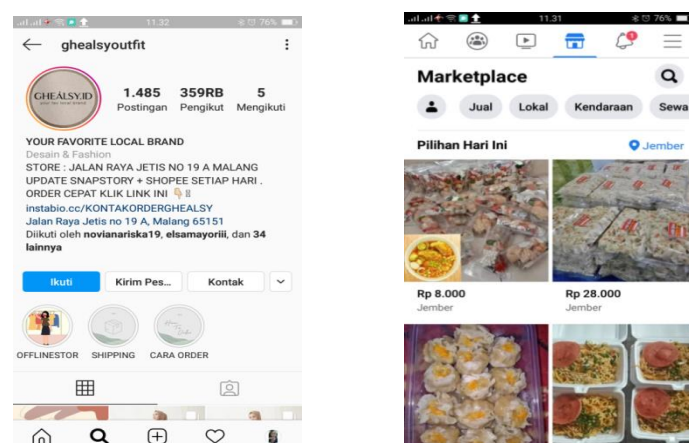


Figure 2 Example of a business account through the marketplace and switch professional account (switching professional account) (Source: Researcher)

One of the members of Jember Police Public Relations, Mr. Aiptu Andry Rony (45), said that:

"There are many cases of fraud in the media, not only from Facebook and Instagram, which have many users, both from social media and other trading applications. Depending on the user, you can use and choose a trusted online shop and recommendations. And programs related to activities dealing with online buying and selling crime cases certainly exist, but we as public relations only report and post the news on social media accounts that the Jember Police have. Because, the cases of these crimes are not handled by Public Relations, but colleagues from the Jember Police Satreskrim. We only deliver the news and advise the public to be careful in carrying out any online buying and selling transactions. Actually, cases of buying and selling online are not just one party's fault from the seller, but can be from the buyer who does not pay attention to the seller's info or the buyer's rating and testimonials from the buyer"(source, interview, March 4, 2020).

From the results of interviews with informants Mr. Aiptu Andry Rony (45), the researcher concluded that not only on social media, cases of online buying and selling fraud occur. Similar cases also often occur in online buying and selling applications in which many fake accounts manipulate testimonials and user identities. activities to handle criminal cases of buying and selling online have often occurred, but as previously explained, the public relations task of the Jember Police is only to report and post the news on the official social media accounts of the Jember Police. Because there is a separate party to handle crime cases.

As for another explanation regarding the program related to the online buying and selling fraud crime case from the informant member of the Public Relations of the Jember Police, Mr. Aiptu Rifki (36) explained that:

"There are certainly activities to handle social media crime cases, but we as public relations are indeed to provide information and provide advice to the public. However, to handle criminal cases itself the task is to the Criminal Investigation Unit, which will then carry out investigations, profiling and monitoring. Then we as a public relations officer reported that after 3 stages were carried out by the Criminal Investigation Unit. So, the task of public relations apart from being a public relations information center is also to build a good image of the police in society by creating creative content that describes the scope of the police station"(source, interview, 12 March 2020).

"The results of the interview with the informant with Mr. Aiptu Rifky (36), the researcher concluded that the results of the interview were still the same as the previous informant who said there was a separate party to handle the crimes that occurred. The task of PR in addition to reporting information and appeals to the public, PR also builds a good image of the police station to the public by creating creative content in the form of invitations and appeals.

The same explanation was also explained by an informant from the Public Relations member of the Jember Police, Mr. Aiptu Hadi (47) said that:

"Returning to the Jember Police Public Relations officer, we are only as information centers. We also do an evaluation analysis every month or so-called (anev). Handling criminal cases is not the job of Public Relations, but it is the task of the Satreskrim to handle criminal cases like that. So after investigations and so on, we as public relations only provide information to the public to anticipate that

they are not involved in cases of online buying and selling fraud, both from the victim and the fraudulent party”(source, interview, 07 March 2020).

The results of the interview with the informant Mr. Aiptu Hadi (47), the researcher concluded that the handling of crime cases was directly handled by the Criminal Investigation Unit which would later carry out investigations, profiling and monitoring. Then, after the 3 stages were carried out, the public relations officer did the task of disseminating information through the official social media accounts of the Jember Police.

From the descriptions of the interviews with the 3 informants above, the researcher can conclude that the handling of crime and criminal cases is not handled by the public relations but is handled directly by the Satreskrim, which before the public relations performs its duty to report criminal or criminal cases that have occurred, the Satreskrim carries out 3 stages such as, Investigation, Profiling and monitoring of crime cases. activities to handle criminal cases of buying and selling online have often occurred, but as previously explained, the public relations task of the Jember Police is only to report and post the news on the official social media accounts of the Jember Police. Because there is a separate party to handle crime cases.

Constraints in dealing with criminal cases of buying and selling online

In every case handling cases do not always run smoothly and easily, there must be several obstacles that hinder investigators from handling each of the existing cases. Jember Police Public Relations also has obstacles or obstacles that have occurred so far. As explained by Mr. Aiptu Andry Rony (45) as the Deputy Chief of Public Relations of the Jember Police:

"Obstacles must be in the process of investigating criminal cases. Only the Criminal Investigation Unit is responsible for handling cases of crime or criminal acts. Public Relations only delivers information and appeals. However, we do know that there are several obstacles faced in handling online crime cases, namely:

The difficulty of tracking online fraud criminals is because the perpetrators will usually use a fake identity or also borrow the identity of another person.

1. Difficulty opening fake accounts due to bank bureaucratic licensing.
2. The limitations of the special cybercrime tools owned by the Jember Police to support investigators' infrastructure in uncovering online fraud crimes (unable to disclose the intended tools, because they are confidential)”(source, interview, 04 March 2020).

The results of the interview with the informant Mr. Aiptu Andry Rony (45), the researcher concluded that in handling criminal cases, they encountered several obstacles in handling each existing case. Several obstacles in handling cases hinder investigators, namely:

1. It is difficult to trace online fraud criminals because they are using fake identities.
2. Investigators cannot carelessly reveal the perpetrator's privacy, for example opening a customer account because of the difficulty of opening a fake account without the bank bureaucracy's permission.
3. The limitations of special cybercrime tools owned by the Jember Police to support investigators' suggestions and objectives in uncovering online fraud crimes.

The informant, Mr. Aiptu Rifki (36), will explain the same explanation that:

"There must have been a problem, if I were a member of the Jember Police Criminal Investigation Unit. First, the difficulty of tracing the perpetrators of fraud, especially through social media. Because starting from the name, identity and telephone number of the perpetrator, they must have been manipulated or used someone else's identity. Second, the difficulty of opening the perpetrator's account. Because, the customer as the owner of a bank account has the right to be protected by his

identity, meaning that no one can know the identity of each owner of the bank account. And third, the limitations of special tools. Namely, the limitations of modern tools at the Jember Police caused a long time and cost a lot in disclosing fraudulent crimes through social media "(source, interview, 12 March 2020).

After listening to the results of the interview with the informant Mr. Aiptu Andry Rony with Mr. Aiptu Rifky, the answers from the two were not much different in the interview Mr. Aiptu Rifky also said that in every case handling did not always run smoothly because of several obstacles that hindered the investigation in handling cases of selling crimes buy online. For example, even though public relations have access to collaborate with certain parties such as banks in uncovering crime cases, they are not careless in disclosing privacy without the bank bureaucracy's permission.

From the explanation of the interview above, there are three obstacles faced by the Jember Police Public Relations, namely from the difficulty of tracking down fraud criminals through social media because the perpetrator can also use other people's identities. protected identity. In the procedure alone, the Jember Police investigator must obtain prior permission through the licensing procedure in order to obtain permission to open the perpetrator's account. However, the procedure for requesting permission certainly takes a long time. And finally, there are limitations to the special cybercriem tools owned by the Jember Police to support the facilities of investigators in uncovering criminal acts of online fraud. Investigators cannot name the tools in question, because they are confidential and should not be known by the general public to avoid unwanted things. And investigating members also need a lot of money in order to have the tools in question. But that way, investigators still use other means of obtaining information.

CONCLUSION

Based on the research that has been done, it can be concluded that in handling crime cases through social media there are programs related to online buying and selling case activities, the media used, and knowing the obstacles faced. The conclusions of the research conducted by researchers are as follows:

1) Programs related to activities in dealing with criminal cases of buying and selling online through social media, namely Jember Police Public Relations have 3 main roles, namely:

- a. *Information manager*
- b. *Services (information needs) and*
- c. *Community information*

The role of Public Relations at the Jember Police is only to present information through publications or media from social media which are often found by the public, besides that there are also from PWI, AJI. In addition to providing information or appeals to the people of Jember, Jember Police Public Relations also provides creative content through several social media accounts, one example is conducting social activities, futsal tournaments, compensation with the aim of strengthening fellow members, as entertainment for members and the community. Everything that is done by the Jember Police cannot be separated from the public relations task of building a good image for the Jember Polres to the people of Jember.

The use of media which is often found in cases of online buying and selling fraud actually occurs in several social media and other buying and selling applications. In this digital era, technology has become increasingly sophisticated. This is indicated by the development of features on social media. In the development of features on social media, it is the same as the increasing number of users of the media. With the increasing sophistication of people's electronic devices the easier it is to access the internet.

There are 3 obstacles, namely from the difficulty of tracing the perpetrator of fraud through social media because the perpetrator can also use the identity of another person. The difficulty in opening the perpetrator's account is due to bank bureaucratic licensing, because every customer who owns a bank account has the right to be protected by his identity. In the procedure alone, the Jember Police investigator must obtain prior permission through the licensing procedure in order to obtain permission to open the perpetrator's account. However, the procedure for requesting permission certainly takes a long time. And finally, there are limitations to the special cybercriem tools owned by the Jember Police to support the facilities of investigators in uncovering criminal acts of online fraud. Investigators cannot name the tools in question, because they are confidential and should not be known by the general public to avoid unwanted things.

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