ABSTRACT

THE ROLES OF DRIVING LICENSE SERVICE UNIT IN BUILDING POSITIVE IMAGES OF POLICE AS SOCIETY’S PARTNER
(A STUDY IN MUNICIPAL POLICE RESORT IN BANDAR LAMPUNG)

By

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Driving license is an absolute requirement for motorbike driver. Driving license indicates that someone is eligible to ride his or her motorbike, and this is a regulation that should be obeyed. Driving license functions also as complementary identity to minimize motorbike thieve crimes. The roles of driving license service unit from police is very crucial to make public believe that getting driving license is not complicated as they perceive, and people are able to prolong their driving license through mobile driving license service unit.

This research was purposed to find out the public responses about the roles of driving license service unit to build positive images of police as society’s partner. The research used SOR (stimulus, organism, and response) theory and this was a descriptive qualitative research to describe current subject or object conditions based on facts.

Data were collected from interview, observation and literary study. Informants were nine persons who were categorized into three division; three informants at the time they subscribed for driving license, three informants at the time they conducted theory and practice tests, and three informants at they time of driving license publications. Informants were determined using incidental technique; to find out whoever informant that incidentally the researchers met and suitable for data resource.

The results showed that the informants expressed that the service given by driving license service unit from the police was good. They received polite service and professional from the policeman in their process making their driving license in the mobile service unit. This mobile service unit facilitates public to prolong their out of date driving license.