

## **ABSTRAK**

### **PERAN HUMAS POLDA LAMPUNG DALAM REKRUTMEN BINTARA POLRI TAHUN 2022 DENGAN MENGGUNAKAN SISTEM BETAH SESUAI KEPUTUSAN KEPALA KEPOLISIAN NEGARA INDONESIA NO 10 TAHUN 2016 PASAL 2 (Studi Kasus Polda Lampung)**

**Oleh**

**TRI YUNIATI**

Pada rekrutmen Bintara Polri tahun 2022 muncul berita terdapat campur tangan calo dalam rekrutmen yang berlangsung. Tujuan dari penelitian ini adalah untuk mengetahui peran humas Polda Lampung dalam rekrutmen Bintara Polri Tahun 2022 dengan menggunakan sistem BETAH sesuai Peraturan Kepala Kepolisian Negara Indonesia Nomor 10 Tahun 2016 Pasal 2. Penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif yaitu dengan menganalisis data, mengolah data, mendeskripsikan data, dan menarik kesimpulan. Hasil dari penelitian berdasarkan wawancara dengan Humas Polda dan Bintara muda diperoleh hasil bahwa humas Polda Lampung berperan sebagai penyampai informasi, membentuk ikatan kerja sama, dan pembentuk citra positif dalam proses rekrutmen. Dalam proses pembentukan citra humas Polda Lampung melaksanakan 4 komponen berupa persepsi atau memberikan stimulus berupa konten positif, kognisi memberikan keyakinan, motivasi dalam membangun respon khalayak, dan sikap yaitu kecenderungan bertindak dari khalayak. Berdasarkan hal ini, humas Polda Lampung berperan dalam proses rekrutmen melaksanakan kejujuran sesuai sistem BETAH yang diterapkan.

**Kata kunci:** Peran humas, Rekrutmen Bintara Polri, Sistem BETAH

## **ABSTRACT**

### ***THE ROLE OF THE LAMPUNG REGIONAL POLICE PUBLIC RELATIONS ON THE BINTARA POLRI RECRUITMENT IN 2022 USING THE BETAH SYSTEM ACCORDING TO THE INDONESIAN NATIONAL POLICE HEAD DECISION NUMBER 10 OF 2016 ARTICLE 2 (Case Study of Lampung Regional Police)***

***By***

**TRI YUNIATI**

*A Bintara Polri recruitment was held in 2022, news of brokers intervening in the ongoing recruitment surfaced. The purpose of this study is to determine the role of the Lampung Regional Police Public Relations on the Bintara Polri recruitment in 2022 using the BETAH system according to the Indonesian National Police Head decision number 10 of 2016 article 2. This is important to know, because the Police Public Relations roles in giving recruitment transparency of the Indonesian National Police. This study, a case study method with a qualitative approach was used, which included analysing data, processing data, describing data, and drawing conclusions. According to the findings of study based on interviews with the Lampung Regional Police Public Relations and Bintara Junior the results were obtained, the Lampung Regional Police Public Relations roles in disseminating information, building cooperative ties, and forming a positive image during the recruitment process. In the image forming process of the Lampung Regional Police Public Relations, four components are carried out: perception or providing stimulus in the form of positive content, cognition gives confidence, motivation to build audience response, and attitude, namely the audience's tendency to act. Based on this, the Lampung Regional Police Public Relations roles in the recruitment process by carrying out honesty according to established BETAH system away from corruption, collusion, and nepotism.*

***Keywords:*** *The role of public relations, Bintara Polri Recruitment, BETAH System*