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PUBLIC PERCEPTION OF POLDA BENGKULU IN HANDLING COVID-19 PANDEMIC

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ABSTRACT

The research aims to know the role of the Bengkulu Regional Police the Stigma of the Bengkulu Province Community towards the Police, especially the Bengkulu Regional Police, the right role to change the Bengkulu Province Community Stigma through the role of the Bengkulu Regional Police Biddokes, and the ability of the Bengkulu Police Health Workers in becoming Soft Weapons for the Police Institution as well as know the right model to change the Stigma of the Bengkulu Province Community towards the National Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic. The research design used was descriptive and qualitative. A sample of 90 people was taken by accidental sampling. Data analysis was carried out descriptively and qualitatively. The results showed: The role of the Bengkulu Regional Police in handling the Covid 19 Pandemic was in the very good category, The stigma of the Bengkulu Province Community towards the Police is in a good category, The right role to change the Stigma of the Bengkulu Province Community through the role of the Bengkulu Regional Police Biddokes is in a good category, Ability Bengkulu Police Health Workers in becoming Soft Weapons for Police Institutions in the very good category because the Bengkulu Police Health Workers have devoted and dedicated all their capabilities to serve the community, and The right model to change the Stigma of the Bengkulu Province Society towards Polri is through the framing method to package more interesting messages or information for the community.

INTRODUCTION

Police Bureaucratic Reform leads to a paradigm shift in providing services, protection, protection and security to the community which aims to help create a good Police Bureaucracy by reducing or shortening the bureaucracy, increasing the expertise of Polri personnel and implementing policies that have been outlined in order to create calm and comfort for public. Security is an important prerequisite for the realization of a just and prosperous civilized society in accordance with the 1945 Constitution and Pancasila, this is because people really need a sense of security and legal certainty. Security maintenance by the Police includes providing protection for human rights in order to create conducive conditions in society (Wahyurudhanto, 2012).

The reform process within Polri that has been carried out so far has brought changes to the Polri institution itself, although not too significant, particularly in terms of providing services to the public. The police are currently carrying out a paradigm shift from the traditional follow-up approach (power) to a proactive approach which has the aim of providing a sense of security,

maintaining order and transparency in all actions and upholding truth and justice to the community (Wahyurudhanto, 2012).

Based on the results of a survey by the Indonesian Police Strategic Studies Institute (LEMKAPI) which was conducted from 10 to 23 June 2022 on 1,000 samples using offline and online mechanisms, it was found that the level of public satisfaction with Polri services reached 84.6%. This can be seen from Polri's performance over the past year, for which Polri has received much appreciation according to public perception in terms of improving service modernization which has an impact on transparency of public services and the major role of Polri in the vaccination movement.

Similar research has also been carried out by the survey institute Charta Politika Indonesia (6 to 13 September 2022) on 1,229 samples with a margin of error of 2.82% through the face-to-face interview method and the sampling method which led to the result that the level of public trust in the performance of the State Police The Republic of Indonesia fell to 55%. This is of course a challenge for the Polri institution to continue to fight and work hard to regain the trust of the public (trust) by continuing to improve Police services that have direct or indirect contact with the community, and also through internal improvements by upholding the values of – the value of truth and justice by not doing things that have the effect of hurting society's sense of justice as well as emphasizing all Polri personnel not to commit violations, both disciplinary and ethical violations.

The phenomenon that is happening in the health sector globally which is currently the center of attention of health scientists and the public is the disease caused by the corona virus or better known as Covid 19. WHO declared a Public Health Emergency of International Concern due to the increasing number of cases of COVID-19 very rapidly and widely spread throughout the world, so that on March 11, 2020 it was declared a Public Health Emergency of Global Concerns by WHO (Purnamasari & Raharyani, 2020).

Given the very rapid rate of spread of the Corona virus, in which almost all corners of the world's population have been exposed to this type of virus, including in all provinces in Indonesia, without exception, Bengkulu Province, an appeal was issued to all Indonesian people that to prevent the spread of the virus, they must always wear masks, wash hands with soap and running water, keep your distance, stay away from crowds, and limit mobilization and interaction other than practicing good coughing and sneezing ethics, consume healthy and nutritious food, do regular exercise and avoid direct contact with wild animals including with people who are suffering from flu and cough or with people with a history of close contact with sufferers of Covid 19.

This phenomenon certainly affects the role of the National Police, so that as a pioneer in creating security and order in society, with all available capabilities, whether we want it or not, whether we are ready or not, whether we like it or not, the Police must be able to adapt to all the changes and developments in life that is in the midst of society, including its involvement in handling the Covid 19 pandemic. This is also in line with what has been mandated by the Indonesian National Police Chief General of Police Listyo Sigit Prabowo to the Polri Health

ranks that all Polri Health ranks must be able to become Soft Weapons for Polri institutions, use all existing capabilities to get closer to the community with services in the health sector, including in terms of assistance services to accelerate the implementation of vaccinations in order to reduce the spread of the Covid 19 virus.

Various concrete steps and efforts have been taken by the National Police in terms of helping to reduce the spread rate as well as tackling Covid 19, this aims so that all people are always free from infection or transmission of the Covid 19 Virus and also so that they can continue to carry out activities without having to be haunted by fear of the virus Covid 19, of course, while still adhering to the Health Protocols set by the Ministry of Health and WHO. This is also done in order to help the government in continuing to maintain the stability of economic growth in Indonesia.

As of January 28 2021, there were 4,481 positive cases of Covid 19 in Bengkulu, 4,108 recovered and 104 people who died. In this regard, the majority of victims who died were the elderly or people who had co-morbidities such as Diabetes Mellitus (DM), Hypertension, Heart and other severe co-morbidities, so that the vaccination activities carried out in the second phase were highly prioritized targeting the elderly. in Bengkulu province with the hope that the death rate due to the Covid 19 virus will be suppressed in such a way, considering that the elderly are a vulnerable group because their immunity continues to decline with age. Based on data that around 10.7% of positive confirmed cases of Covid 19 were those that attacked the elderly, and 48.3% of the cases of patients who died from Covid 19 were the elderly group (Covid19.go.id).

Data on the achievements of the Covid 19 vaccination in the elderly, especially in terms of the achievements of the vaccinations that have been carried out by each district or city in Bengkulu province, can be seen from Figure 1.

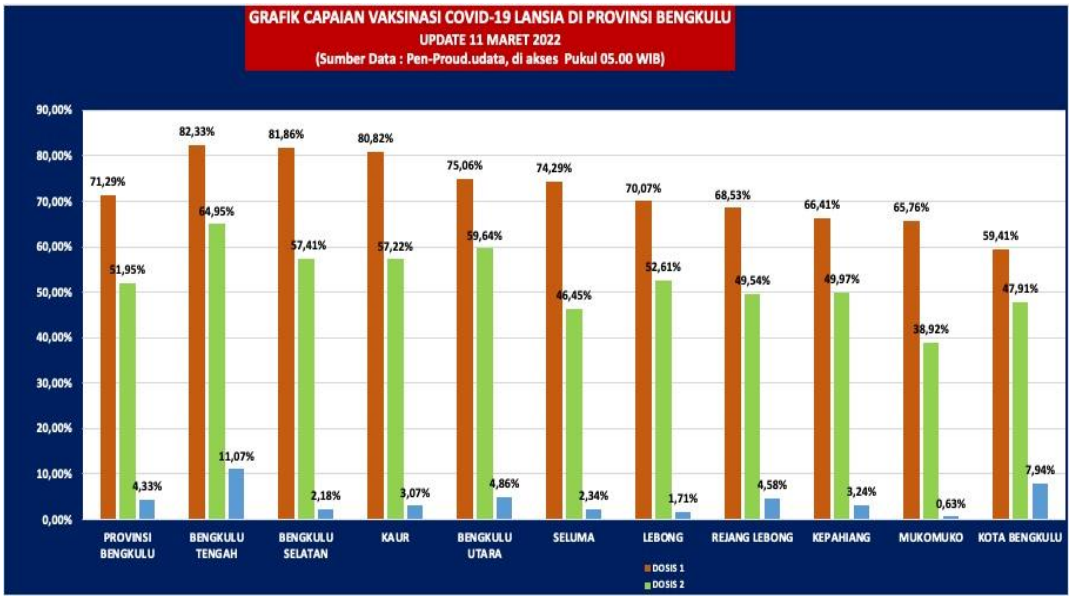

Figure 1. Achievements of the Elderly Covid 19 Vaccination Bengkulu Province

It can be seen clearly that the results of vaccination for the elderly, especially in Bengkulu City, both in dose 1, dose 2 and booster, are still very low when compared to several other districts, which has an effect on the implementation of the next stage of vaccination, namely vaccination for children aged 6 – 11 years. Bearing in mind that referring to the Decree of the Minister of Health Number: SR.01.02/4/3309/2021 that vaccination for children aged 6-11 years can be carried out if the vaccination coverage at the first dose has reached >70% and the vaccination coverage at the elderly has reached >60%, while the vaccination achievement for the elderly in Bengkulu city has only reached 59.41%.

This is inseparable from the active role of the Bengkulu Regional Police to supervise and monitor the speed of acceleration of vaccination achievements, so that the Bengkulu Regional Police in relation to this still need to survive more in providing supervision of areas whose vaccination achievements have not yet reached the target through the deployment of all staff. health in the region and in the city to continue to play an active role in accelerating the vaccination movement, it is hoped that all programs outlined by the central government can run well up to the regional level. Apart from that, the Bengkulu Regional Police also have a role in participating in accelerating vaccination, which in this case is carried out by the Biddokkes Polda Bengkulu, which oversees all First Level Health Facilities at the Polres - Polres directly and also the Bhayangkara Polda Bengkulu Hospital, where each Level Health Facility First, those who are required to open at least 3 vaccination outlets in each FKTP and provide continuous vaccination services every day. However, the results have not been as expected by the central government and the community, where the vaccination achievements in Bengkulu Province have not been optimally achieved.

Vaccination activities are not the responsibility of the National Police, especially the Bengkulu Regional Police at the Bengkulu province level, but are the responsibility of all stakeholders, be it the Police, TNI, all elements of health and all levels of local government in Bengkulu Province. With so many expired vaccines, this shows that the performance of health officials in Bengkulu Province has not been maximized and is still slow in accelerating vaccination. Even though the percentage of vaccination achievements in Bengkulu Province, both the 1.2 and Booster doses, is still relatively low when compared to several other provinces.

The role is the implementation of the duties of the Bengkulu Regional Police in handling Covid 19, in which case the Bengkulu Police have 10 roles in carrying out the handling of Covid 19. The implementation of the role of the Bengkulu Regional Police in Handling Covid 19 is expected to increase the community's stigma towards Polri. Community stigma towards Polri in this study is seen from labeling, stereotypes, separation, and discrimination

This study has novelty or novelty, namely that there has never been specific research on public perception of Polri's performance in handling the Covid 19 pandemic, besides that there has also been no specific study related to the performance of the Bengkulu Regional Police in the eyes of the people of Bengkulu Province regarding studies on Polri's performance measures in this case the Bengkulu Regional Police in the context of handling the Covid 19 pandemic. So there is a need to immediately conduct a study on the performance measures of the Police, in this

case the Bengkulu Police in the context of handling the Covid 19 pandemic, with the hope that measures will be built or the performance of the Police, especially the Bengkulu Police in the context of handling the Covid-19 pandemic.

The results of the pre-survey in the field through interviews with health workers carrying out vaccine activities said that the implementation of vaccine administration to the people of Bengkulu province was still not running optimally, even though in its implementation Biddokes Bengkulu had collaborated with stakeholders (Provincial Health Office, City and Districts, Homes Hospitals - Government Hospitals, Subdistrict and Kelurahan parties even to the RT level), but it is still not as expected, this is because there are still many people who do not want and are afraid to get the Covid 19 vaccine, besides that there are still many negative rumors circulating in the community regarding effect of vaccination. Some of these problems are the background for researchers wanting to research the Bengkulu Community's Perception of the Polda in Handling the Covid 19 pandemic. Phenomenological studies on Polri's efforts to change community stigma. Through this research, it is hoped that a new strategy for the Indonesian National Police will be created in making future policies that can increase public stigma against the Bengkulu Regional Police in particular and the Indonesian National Police in general, so that if there are unexpected social problems in society, the National Police are ready to face these conditions.

Polri Public Relations always tries to make efforts in order to maintain or improve Polri's image in a better direction through media relations activities. One of the government agencies that has a function as a liaison between the government and the public and the media is the National Police, where the National Police has a work unit that specifically plays this function, namely the Public Relations Division of the Indonesian National Police (*Div Humas Polri*). In carrying out its duties, the Public Relations Division of the National Police always communicates with relevant stakeholders in making a decision when carrying out media relations activities, bearing in mind that in an organization, especially government institutions, there are communication rules that must be equally respected.

The National Police Public Relations Division in this case has a very important role in raising the image of the Police in the public eye so that it becomes better, through open and transparent information regarding the achievements of the National Police as well as IT-based public service programs that can be accessed by the public. the general public in order to prevent KKN behavior in the field through media relations. With these kinds of activities, it is hoped that the opinion formed in the public regarding the Police institution will change in a positive direction and the public's perception of the Police will also change in a better direction.

The research study of Warganegara (2021) provides four recommendations regarding the pattern of Polri's public services to anticipate disruptive situations in the future. First, the availability of mental health facilities in every Polri hospital at the regional and central levels must be continuously encouraged. Second, the need to increase the capacity and quality of Human Resources (HR), especially for units that have direct contact with the community. Third, the ICT and big data infrastructure owned by the National Police must be improved at the

regional and central levels. Fourth, the acceleration of e-government and big data programs within Polri's internal environment is needed to support better public service performance in the future.

This study was carried out at the time of the Covid - 19 pandemic, where the National Police as a public service institution was required to continue to be able to provide maximum service to all levels of society in all fields, even in the Covid - 19 pandemic situation. Along with existing technological advances, the demands and workload of the police institution are increasingly complex and dynamic. In facing the Covid - 19 pandemic where the performance of the National Police Institution is also required to continue to remain optimal, the pattern of work or service patterns that must be carried out by the Police is an adaptive pattern by continuing to adjust to existing environmental conditions.

From the several studies above, it is necessary to conduct research on Community Perceptions of the Bengkulu Regional Police in Handling the Covid 19 Pandemic (Phenomenological Study of Polri's efforts to change Community Stigma). The research aims to know the role of the Bengkulu Regional Police the Stigma of the Bengkulu Province Community towards the Police, especially the Bengkulu Regional Police, the right role to change the Bengkulu Province Community Stigma through the role of the Bengkulu Regional Police Biddokes, and the ability of the Bengkulu Police Health Workers in becoming Soft Weapons for the Police Institution as well as know the right model to change the Stigma of the Bengkulu Province Community towards the National Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic.

METHOD

In this research design, researchers used a descriptive and qualitative research design. Sekaran and Bougie (2016) says a descriptive research method is to look at the state of the situation in order to see the current problem or situation. Therefore, referring to the statement above, the reason for choosing a descriptive approach in this study was to get an overview and understanding of people's perceptions of the Bengkulu Regional Police in handling the Covid 19 pandemic in changing community stigma through distributing questionnaires and in-depth interviews, so that they can find appropriate solutions. the Bengkulu Regional Police needs to do something to change the community's stigma towards the Police. The survey results show that the community is very satisfied with the Bengkulu Regional Police's performance, especially in terms of handling the Covid 19 Pandemic, both in terms of security, escort including in terms of carrying out vaccinations.

The population in this study are members of the Police and the general public in 10 (ten) Regencies/Cities in Bengkulu Province. Sampling used the accidental sampling technique, namely the sampling method was by chance available and available during visits to each Regency/City Polres and from the research conducted, it was obtained as many as 90 respondents.

The informants who will be interviewed in this study are as many as 10 people consisting of high-ranking Polri officials at both the Headquarters and Polda levels, the Head of Police/Waka Polres ranks, representatives of the Head of Polsek ranks and the community who were taken by purposive sampling.

RESULT AND DISCUSSION

The Role of the Bengkulu Regional Police in Handling the Covid 19 Pandemic

The results of the study show that the role of the Bengkulu Regional Police in handling the Covid 19 Pandemic is in the very good category. This is evident from a number of questionnaire answers from respondents as well as the informants' answers directly during the data collection process and all of them lead to a positive response to the role that has been carried out by the Bengkulu Regional Police and the ranks of the Polres in handling the Covid 19 Pandemic.

Many people were happy and satisfied with the services provided by the Bengkulu Regional Police and their staff during the pandemic, both public police services and services in the health sector. Even though the role carried out by the National Police, including in this case the Bengkulu Regional Police and its ranks in relation to handling the Covid 19 pandemic, is a new role, the National Police, Polda and their staff are able to prove to the public that this institution is capable of carrying out this task, not even a few people who provide Appreciation for Polri's performance during the Covid 19 pandemic.

Therefore, related to the role that has been carried out by the Bengkulu Regional Police in participating in tackling the Covid 19 Pandemic in Bengkulu Province, the role that has been carried out has been very good in the eyes of the community. This of course must be maintained even as much as possible to continue to be improved. Considering that the tasks of the National Police are increasingly complex in the future, so that if the Police, including in this case the Bengkulu Regional Police, do not immediately respond to changes in the situation in society, then it is not impossible that the Police will also be unable to take anticipatory steps.

Phenomena that affect the role of the Police, so that as a pioneer in creating security and order in the midst of society, with all existing capabilities like it or not, ready or not ready or like it or not, the Police must be able to adapt to all changes and developments in life in the midst of - in the community, including its involvement in handling the Covid 19 pandemic.

The National Police Public Relations Division in this case has a very important role in raising the image of the Police in the public eye so that it becomes better, through open and transparent information regarding the achievements of the National Police as well as IT-based public service programs that can be accessed by the public. the general public in order to prevent KKN behavior in the field through media relations. With these kinds of activities, it is hoped that the opinion formed in the public regarding the Police institution will change in a positive direction and the public's perception of the Police will also change in a better direction.

This study was carried out at the time of the Covid 19 pandemic, where the National Police as a public service institution was required to continue to be able to provide maximum service to all levels of society in all fields, even in the Covid 19 pandemic situation. Along with existing

technological advances, the demands and workload of the police institution are increasingly complex and dynamic. In facing the Covid - 19 pandemic where the performance of the National Police Institution is also required to continue to remain optimal, the pattern of work or service patterns that must be carried out by the Police is an adaptive pattern by continuing to adjust to existing environmental conditions.

The findings of this study are in line with Sodik's (2021) research study that the police play an important role, especially in enforcing health protocols due to the lack of public discipline in enforcing prokes during a pandemic and to limit movement during a pandemic, the role of the police is required in enforcing it and providing knowledge to the public about Polri as community education facilities related to the spread of the COVID-19 virus.

This is also in line with the direct appointment by the President of the Republic of Indonesia, Ir. Jokowi (14 June 2021), that the National Police are at the forefront of handling the Covid 19 pandemic and it is proven by the implementation that on 26 June 2021 the National Police, including the Bengkulu Regional Police, held mass vaccinations throughout Indonesia with the achievements in that implementation amounting to 1.2 million dose. This proves that the National Police has a very important role in preventing and handling the covd 19 pandemic.

This finding is in line with research by Intan and Purworini (2020) that the Polres Public Relations planning center plays an important role in planning and handling Covid 19 and social media is used to disseminate support programs planned by the Polres in handling Covid 19 because conveying information through social media will be more effective.

The findings of this study are also supported by the research study of Warganegara (2021) found that the beginning of this research led to the conclusion that in general the performance of police public services requires an adaptive pattern to reduce dealing with a pandemic disruption situation, where this study provides four recommendations regarding the pattern of Polri's public services to anticipate disturbing situations in the future: Availability of mental health facilities in every Polri hospital in the region at the regional and central levels must be encouraged, The need for increased capacity and quality of resources human resources (HR), especially for units that are in direct contact with the community, and the ICT and big data infrastructure owned by the National Police must be improved at the regional to central level, and it is necessary to accelerate e-government and big data programs internally within the National Police to support better public service performance in the future.

In the Bengkulu Regional Police's operational guidelines for handling Covid 19 (2020) it is explained that the role of the Police, especially the Bengkulu Regional Police, in handling Covid 19 is by taking action, namely: 1) Carrying out early detection activities in the form of mapping and estimating the threat of Kamtibmas disturbances which can interfere with the distribution of the Covid-19 vaccine, 2) Implementation of open and closed security and guarding at the place of arrival, transportation, storage and distribution of vaccines as well as other locations or places related to the Covid-19 vaccine, 3) Carry out escort for the transportation and distribution of the Covid-19 vaccine to the designated destination location 4) Carry out sterilization and security at the Covid-19 vaccine storage area, 5) Carry out medical assistance and health services to

personnel who escort and secure the Covid-19 vaccine, 6) Implement calls for people to comply with health protocols, namely maintaining distance, wearing Masks, Washing Hands (3 M), 7) Carrying out patrols in areas prone to the spread of Covid-19 and carrying out surveillance activities using body temperature measuring devices, 8) Preparing health infrastructure and health personnel to tackle Covid-19 including in this case provision of human resources to carry out vaccinations, 9) Providing clarification and counter opinion regarding reports that are not true in the mainstream media, online media and social media regarding Covid-19, the Covid-19 vaccine and the implementation of vaccinations in accordance with the main duties of the National Police; and 10) Law enforcement related to the handling of Covid-19

Ahmadi (2008) explains the role is a set of expectations about how a person behaves and should behave in certain circumstances according to the social status and function he has. According to Biddle and Thomas (1996) says that the role consists of four, namely the individual participates in social interaction, behavior generate interactions, individual positions in behavior, and relationships between individuals and actions.

Based on research that has been carried out both through the mechanism of distributing questionnaires and in-depth interviews with informants who are directly related to this research, that the Bengkulu Regional Police and their staff have carried out their role very well in terms of handling Covid 19 in Bengkulu Province. Each work unit has contributed according to their duties, so that every activity related to handling Covid 19 can run smoothly. Likewise, cross-sectoral coordination and synergy are always prioritized in every activity implementation so that all lines will have an equally important role in handling Covid 19.

The Stigma of the Bengkulu Province Community towards the National Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic

The results showed that the Stigma of the Bengkulu Province Community towards the National Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic, was in the good category. The public is currently getting smarter in giving an assessment of Polri's performance, bearing in mind that Polri is also becoming more transparent and more real in providing services to the public, especially during the pandemic. The community believes that thanks to the hard work of the National Police, including in this case the Bengkulu Regional Police and their staff, the handling of the Covid 19 pandemic in Bengkulu Province can run smoothly and successfully. This is evident from the success of the Bengkulu Regional Police and staff in suppressing the spread of Covid - 19 and the high rate of vaccination achievements in Bengkulu Province. In addition to the above, the general public also acknowledges that the Bengkulu Regional Police and their staff do not conduct KKN in providing services. In providing services the ranks of the Bengkulu Regional Police put aside social, ethnic, racial, religious elements and emotional closeness to objects. This is what makes the community give an assessment with a good predicate on the performance carried out by the Bengkulu Regional Police and its ranks.

Therefore, the stigma that was formed in the midst of society when the Bengkulu Regional Police took part directly in tackling Covid 19 in Bengkulu Province tended to be in a positive direction. This is of course a value for the Bengkulu Regional Police to be used as motivation for all Polri personnel at the Bengkulu Police ranks to continue to provide the best service for the community so that the negative stigma in society will gradually decrease and even hope can disappear.

So far, Polri's Public Relations has always made efforts to maintain or improve Polri's image in a better direction through media relations activities. One of the government agencies that has a function as a liaison between the Government and the public and the media is the National Police, where the National Police has a work unit that specifically plays this function, namely the Public Relations Division of the Indonesian National Police (*Div Humas Polri*). In carrying out its duties the Public Relations Division of the National Police always communicates with relevant stakeholders in making a decision when carrying out media relations activities, bearing in mind that in an organization, especially government institutions, there are communication rules that must be equally respected.

There is a negative stigma that exists in the midst of the community towards Polri in the background, this is because the community has not directly experienced the services provided by the Polri, especially the Bengkulu Regional Police in the context of handling the Covid-19 Pandemic. However, after the community directly experienced the services provided by the Polri, especially The Bengkulu Regional Police, especially in the context of handling the Covid - 19 Pandemic, the stigma that has arisen in the midst of society is inversely proportional to before, more inclined towards the Police in a positive direction. This is shown from the results of interviews with people who received the Covid 19 vaccine service at Bhayangkara Bengkulu Hospital as well as those who received vaccination services at vaccination booths opened by the National Police, feeling satisfied with the service they received from the Bengkulu Police health workers on duty at Bhayangkara Hospital. Bengkulu and those who are directly involved in the field.

Apart from that, the attachment of negative stigma in the midst of society is an effect of the behavior of several members of the Police who have not carried out their duties and obligations in accordance with applicable regulations, so that a stigma arises in society that the behavior of all members of the Police is the same. However, over time, the public's view of Polri has gradually changed in a positive direction. This is because there are still many Polri members who have positive and commendable behavior, many social activities have been carried out by the POLRI and the results have been felt directly by the community so that gradually the opinion formed in the midst of society about the Police institution leads to positive and better.

This finding is supported by the results of a survey by the Indonesian Police Strategic Studies Institute (LEMKAPI) which was conducted from 10 to 23 June 2022 on 1,000 samples using offline and online mechanisms. It was found that the level of public satisfaction with Polri services reached 84.6%. This can be seen from Polri's performance over the past year, in which Polri has received much appreciation according to public perception in terms of improving

service modernization which has an impact on transparency of public services and the major role of POLRI in the vaccination movement (opening of vaccination registration through through online media in the form of Whatsapp, IG and call center) in order to make it easier for people to get vaccination services that are faster and free of queues.

The findings of this study are supported by the research findings of Kusuma (2012) that the Bengkulu Police have an IKM value of 63.9, which means that in providing services the Bengkulu Police are performing well. This is in line with the perception that exists among the public regarding the performance of the National Police, especially the Bengkulu Regional Police in handling the Covid-19 Pandemic, namely that there is a reduction in negative stigma towards the Police, the public feels satisfied with the services provided by the Police regarding the handling of the Covid-19 Pandemic, including in terms of services. vaccination as well as an increase in the number of public trust (trust) in the performance of the National Police.

Likewise with similar research that was conducted by the survey institute Charta Politika Indonesia (6 to 13 September 2022) on 1,229 samples with a margin of error of 2.82% through the face-to-face interview method and the sampling method which led to the result that the level of public trust in the performance of the Indonesian National Police fell by 55%. This is of course a challenge for the Polri institution to continue to fight and work hard to regain the trust of the public (trust) by continuing to improve Police services that have direct or indirect contact with the community, and also through internal improvements by upholding the values of – the value of truth and justice by not doing things that have the effect of hurting society's sense of justice as well as emphasizing all Polri personnel not to commit violations, both disciplinary and ethical violations.

The results of research conducted by Sayekti and Nasucha (2020) found that the Public Relations Division has been divided and stated goals, short, medium and long term goals from planning as usual and a public relations strategy scheme, which involves the basic principles of corporate values value in media relations activities, because this is considered as the most effective way to maintain their best image, position, power, in relation to every agency, even super power and domination.

According to the study of Scheid and Brown (2010) to see community stigma can be seen from the labeling component by differentiating and labeling or naming based on differences between members, stereotypes, namely through cognitive aspects consisting of knowledge and beliefs, and separating means separating groups that stigmatized and non-stigmatized groups, and discrimination, namely the act of humiliating others to become members of a group.

Petty and Cacioppo (1981) found that most studies of attitude change found that information constructed by individuals was a more important factor in the direction and magnitude of beliefs than information provided by informants. aims to show that people tend to have more positive attitudes when they gather positive information about something. However, when people form unfavorable information about an issue, they tend to react more negatively.

On the other hand, Wood (2000) states that the study of attitude change can be broadly divided into two areas, namely the study of news-based beliefs and the study of social effects. In

the persuasion paradigm, appeals (to influence) usually consist of argumentative details presented to individual recipients in minimal social interaction. The appeal of social influence, on the other hand, is always only information about the location of the source, but is expressed in a more complex social context.

Based on the answers from respondents and informants related to the labeling indicator, it can be concluded that in general the community recognizes and directly feels the performance of the Bengkulu Police and its staff in handling the Covid 19 pandemic. The presence of Polri members in the midst of society when society is being hit by a pandemic or other problems is highly expected , this is not only from the Bhabinkamtibmas function but from other functions such as health, it is also highly expected that their presence and activity in the midst of society.

Based on the answers from respondents and informants related to stereotype indicators, it can be concluded that the community is very confident and trusts the Polri institution, especially in this case the Bengkulu Regional Police and the Ranks Police in the case that the Bengkulu Regional Police are carrying out countermeasures against the Covid 19 Pandemic. Despite the fact that there are still a small proportion of people who do not fully believe in the steps or efforts that have been made by the Bengkulu Regional Police in terms of handling Covid 19.

Based on the answers from the respondents and related informants indicator of separation, it can be concluded that in general the community is very confident in the capabilities of the Bengkulu Police and the ranks of the Polres in terms of handling Covid 19. However, there are still a handful of people who still doubt the ability of the Bengkulu Police and the ranks of the Polres in helping to deal with Covid 19 and this may be due to the ignorance of the public that the National Police, especially the Bengkulu Regional Police and the ranks of the Polres, also actively participate in handling Covid 19.

Based on the answers from respondents and informants regarding indicators of discrimination, it can be concluded that in general in carrying out their duties, the National Police and the National Police staff do not discriminate, all are seen as equal without distinguishing socioeconomic status, ethnicity, religion, race and so on. However, there are still people who feel and see first-hand that the services provided by the Police still contain elements of ethnicity, race, religion and economic status, even because of emotional closeness, and this must be made into an institution for the Police to improve.

The right role to change the Stigma of the Bengkulu Province Community is through the role of the Biddokes Polda Bengkulu

The results of the study show that the right role to change the Stigma of the Bengkulu Province Community is through the role of Biddokes Polda Bengkulu, namely through improving health services that will be provided to the community, always echoing in the conscience of each Health Human Resources in the ranks of the Bengkulu Regional Police so that they always provide services with a sincere heart , sincere and polite and polite. Always provide excellent, quality and superior services to anyone in the community who needs health services.

The Bengkulu Regional Police, including in this case the Biddokkes Polda Bengkulu and the ranks of urkes at the Polres - the Polres have also contributed to reducing the spread of Covid-19 in Bengkulu Province, this is evidenced by the incessant health ranks of the Bengkulu Police in carrying out vaccination activities during the pandemic, and not a few people in Bengkulu province who feel very helped by the presence of the Bengkulu Police health ranks in the field. In addition to the vaccination activities that are routinely carried out, the Biddokkes Polda Bengkulu and Urkes ranks also periodically carry out Social Service activities with the aim of providing free health services to the community in the form of free medical treatment, mass vaccination, free circumcision, free cleft lip surgery and other services. free KB. With the existence of community social activities like this, not a few health ranks of the Bengkulu Police have received appreciation from both the community directly and from related stakeholders, in line with the main duties of the National Police Dokkes as Yankes and Dukkes.

Therefore, the main key to the success of the health services provided by each Biddokkes and Urkes personnel is to always provide excellent, superior and quality health services without selective logging to PNPP, families and the general public. Considering that the Biddokkes Polda Bengkulu is one of the supporting work units in carrying out the operational tasks of the Police. Serve all people who need health services in a friendly manner in order to achieve community satisfaction with the services provided in order to contribute to eliminating the negative stigma that exists in society towards the Polri institution.

Regarding the role of Biddokkes Polda Bengkulu and its staff, the expected role is to improve existing health services, both for PNNP, families and the general public. This can be realized by one of them increasing the competence of health workers through training and other self-development programs so that the existing human resources for health workers are truly ready to be deployed to provide the best health services. Apart from that, it is also necessary to add or improve health service centers in the ranks of the Police, both hospitals and clinics in the ranks of the Police.

Mulyasantosa's research (2020) found that the role of the police in dealing with acts of terrorism in the media is determined by the quality of the media's subjective knowledge and there are differences in perception because viewers have a circle of perceptions and there are media errors in explaining the role of the Police and the historical relationship between the role of the Police in handling criminal cases. The relationship between criminal reporting and public trust in the police.

Therefore, this is also in line with Law no. 17 of 2007 concerning the National Long-Term Development Plan (RPJPN), which is then also supported by the Polri grand strategy (Polri Grand Strategy), which formulates activities that reflect gradual efforts to achieve the ultimate goal of Polri's work as a whole and is summarized in three (three) stages of activity: Phase I: Building Trust (Trust Building) in (2005–2010). The success of Polri in carrying out its mission requires credible support and cooperation from the community. This stage aims to build public trust to facilitate all stages of the Police, including facilitating cooperation because collaboration can emerge and run well if there is a good relationship of trust between the two parties, and

Stage II: Building Partnerships (Partnership Building) in (2011-2015). This stage is necessary in order to establish close cooperation with various parties involved in Police operations, where the Police focuses on building cooperation in law enforcement, maintaining security and order, protecting the community and providing services as well as Phase III: Strive for Excellence in years (2016-2025). Building good service skills and community trust. At this stage, the community's needs await more effective and efficient multidimensional services that aim to focus on building server capabilities good public relations, the achievement of good governance and the application of Polri capacity building techniques. The quality and superiority of the Police can certainly increase the dignity of the State and the Police, both nationally and internationally. This was all done in the context of realizing good Police Bureaucratic Reform and in accordance with what the public expected, so that the hope could change the negative stigma of the community towards the Police.

Apart from that, the role of Polri is also clearly stated in Law No. 2 of 2002 concerning the Indonesian National Police, in which the main duties of the Polri as mandated in this Law are apart from being protectors, protectors and public servants, as well as enforcement officers. law. In this case, of course, there is a great need for reform within the Polri itself in order to provide changes in the services that will be provided to the community while still adjusting to the level of community needs and in accordance with what is expected by the community.

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The Right Model to Change the Stigma of the Bengkulu Province Community towards the National Police, Especially the Bengkulu Regional Police in Handling the Covid 19 Pandemic

The results of the study show that the right model for changing the Stigma of the Bengkulu Province Community towards the Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic, is through the framing method, which aims to package messages or information so that it becomes more attractive to the public related to Polri's activities which are not only as protectors , protectors and public servants, but also as law enforcement officers.

This framing method aims to better introduce the community to the activities carried out by members of the National Police, especially activities that are in direct contact with the community. In addition, it is also necessary to improve the quality of Polri services by activating positive activities. Every member of the Indonesian National Police must be able to become a person who obeys his religion so that in carrying out his duties he can act honestly and be based on religious morals.

The right model to change the Stigma of the Bengkulu Province Community towards the National Police, especially the Bengkulu Regional Police in handling the Covid 19 Pandemic apart from through the framing method in order to package messages or information that is more attractive to the public so that it will form positive public opinion related to Polri's activities as protector, protector and public servants as well as law enforcement officers, so that public trust will increase, it is also highly hoped that the presence of a humane Polri, Polri that is closer to the community, Polri that is always obedient to its religion and Polri that is always in the midst of society when people need it, isn't it? the opposite figure of the Police who is full of arrogance. Putting forward the profile of Polri that is humane, cares about the community, is honest and moral in providing services, this is what is really expected by the community, for example Polri, which is always in the midst of society and is always ready to serve the community. The presence of Bhabinkamtibmas as a representative of Polri in the midst of society who will always be ready provide services to the public 1x24 hours a day in a humane, polite and courteous manner.

As for the framing model that can be carried out by the Polri, especially the Bengkulu Regional Police, in an effort to change the Community Stigma towards Polri through the application of 4 behaviors as follows:

1) Obey Religion. Efforts made by the National Police, especially the Bengkulu Regional Police, in increasing the understanding of the religious values of Police members in

improving performance through several programs, namely spiritual and mental guidance, spiritual guidance to police members, so that they can interpret the meaning of their duties as a Police, are carried out routinely every Thursday morning from 08.00 WIB to. 09.00 WIB, and this activity has been carried out at the Polda and Polres levels.

2) 2. Be honest. In carrying out their main duties, a member of the Police must be honest, fair and wise in the community so that they can create a positive image of the Police in the community. This is shown by the role of the National Police, especially the Bengkulu Regional Police, through the activities to deal with the Covid 19 Pandemic which was carried out yesterday by always informing about the truth and straightening out hoaxes related to vaccination, both in the form of side effects and benefits.
3) Moral. Every Polri Personnel is required to always behave politely, politely and morally in every service to the community, one form of implementation in the field is to always give greetings before taking Police action to anyone including someone who is considered to be the perpetrator of a crime. healthy before the examination.
4) Humanist. A humane Polri is a Polri that always humanizes humans, in all matters human rights must always be upheld. This has been shown by the Police by providing supporting facilities in every public service. This is done in order to better appreciate anyone who will have an interest in public services, especially services related to the police.

This finding is in line with Cahyono's research (2019) which explains that the important role of Polres personnel is to provide public services that are simple, open, smooth, accurate, complete, reasonable and affordable. Research conducted by Wahyurudhanto (2012) found that the Polres were able to contribute to the grand strategy in Stage II in building partnerships through the implementation of the main mission, and responsibility, and community involvement. However, the obstacles related to Polres' contribution to building a strategic partnership in phase II, namely quality and quantity, Polri's behavior, budget and internal and external barriers, are reactions from various public opinions about the role and responsibilities of the Police, and pressure from NGOs and the mass media which do not fully trust the Police institution.

Wardani's research (2015) found that the perception of the Traffic Police in general was quite negative, as evidenced when there were still bribes in vehicle traffic tickets, and the factors of experience and information heard and seen by the public were factors influencing public perception. Furthermore, Ratmono's research (2013) explains that so far due to defective police production processes, the result has been abuse of status and authority. Therefore it needs improvement through framing or framing a message.

Hamilton (2001) states that message framing is a strategy for conveying persuasive messages to others, similar to framing theory which explains how persuasive messages are conveyed to recipients of messages. This is a common persuasive tactic. In terms of its relation to the Polri institution and the tasks carried out by Polri, framing tends to be carried out by the

Polri Public Relations Division, in which the POLRI PR Division has the task of packing as well as possible Polri's performance which has been carried out in the form of messages or news to be exposed to the public. community as a form of effort to convey information to the public regarding what has been done by the Police in order to change the community's stigma against the Police. This is also in line with research conducted by Kahneman and Tversky (1979) that individual decisions are systematically influenced by the way a problem is presented.

CONCLUSION

The Bengkulu Regional Police (Polri) has demonstrated their capability in handling the Covid-19 pandemic, with many people satisfied with their services. The public's perception of the Bengkulu Police's performance is positive, as they have become more transparent and real in providing services. The Bengkulu Police and their staff have not conducted KKN in providing services, putting aside socio-economic elements, ethnicity, race, religion, and emotional closeness. The Bengkulu Police Biddokes have contributed to reducing the spread of Covid-19 in Bengkulu Province, with their health ranks carrying out vaccination activities and conducting social service activities. The community appreciates the Bengkulu Police Health Workers' dedication to serving the community with sincerity and dedication. The Bengkulu Police Public Health HR continue to hone their skills through training and self-development programs. To change the stigma of the Bengkulu Province Community towards the National Police, the right model to change the stigma is to package messages or information that are more attractive to the public related to Polri's activities as protectors, protectors, public servants, and law enforcers. Additionally, framing related to improving the quality of Polri and mengak services is necessary. Activating positive community activities and obeying religious morality are also important. The community hopes for a humanist Polri, closer to the community, and a POLRI figure who is always in the midst of society when the public needs it, rather than a arrogant POLRI figure.

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