

Analisis tentang sumber daya manusia humas Polri = Analysis of human resources of police public relations

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Abstrak

ABSTRAK

Tesis ini membahas tentang sumber daya manusia humas Polri dari sudut pandang ilmu komunikasi, hubungan masyarakat, dan manajemen sumber daya manusia. Humas Polri merupakan fungsi pendukung yang memiliki peran sangat strategis dalam mewujudkan kepercayaan masyarakat dan membangun citra positif Polri. Penelitian ini menggunakan pendekatan kualitatif yang bersifat deskriptif analitis. Hasil penelitian menyimpulkan bahwa rekrutmen, seleksi, dan penempatan personel humas Polri belum mampu memenuhi kebutuhan personel yang memiliki kemampuan kehumasan baik konseptual maupun operasional. Program pelatihan dan pengembangan secara kualitas dan kuantitas juga belum mampu meningkatkan kemampuan personel humas Polri. Untuk itu disarankan untuk meningkatkan proses rekrutmen, seleksi dan penempatan serta pelatihan dan pengembangan guna membangun sumber daya manusia humas Polri yang profesional.

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ABSTRACT

This thesis studied about the human resources of the police public relations from the perspective of communication, public relations, and human resource management. Police Public Relations as a supporting function has a strategic role in creating public trust and build a positive image of the police. This research is a descriptive qualitative analysis. The results concluded that the recruitment, selection, and placement of public relations personnel have not been able to fulfill the needs of personnel who have public relations skills both conceptual and operational. Training and development programs as well as the quality and quantity have not been able to improve their competence. It is recommended to manage the recruitment, selection, placement, training and development resources in order to build a professional police public relations.