

CONTENT ANALYSIS OF POLICE IMAGES ON INSTAGRAM FOLLOWERS OF SAHABAT POLISI INDONESIA

Sabena

Universitas Mercu Buana

bena_rangkuti@yahoo.com

Abstract. This book is a complete guide that helps readers learn to speak in public confidently and effectively. This book combines Behaviorism Theory, covering all behavior, starting from counteraction or response to a stimulus or stimuli with practice and offers practical suggestions for improving public speaking skills. Readers will be guided through a systematic learning process aimed at improving their confidence and public speaking skills, from mental preparation to techniques on how to regulate voice and body movements.

In addition, this book emphasizes the importance of how to understand your audience, create structure during an effective presentation, and how to overcome common problems such as nervousness and uncertainty when speaking. The aim of writing this book is to be a valuable resource for anyone who wants to improve their public speaking skills and become an expert in conveying ideas and influencing others

Keywords: Content analysis, police, Instagram, online community, public opinion

INTRODUCTION

Research background. Social media, especially Instagram, has become a significant means for organizations to interact with their audiences directly. The Friends of the Indonesian Police Organization (SPI) is one of the entities that actively uses this platform to strengthen relationships with their followers and promote messages related to the police.

In recent years, research has academically concentrated on the importance of the type of content posted on social media, including photos of police images. However, not many studies have specifically analyzed the type of content posted by organizations such as SPI on Instagram, as well as how it impacts the perception and interaction of their followers. The type of content posted on social media can have a significant impact on an organization's image and reputation, according to relevant research (For example, Smith, 2023; Johnson & Lee, 2021). As a result, gaining a better understanding of what SPI posts on Instagram, as well as its followers' responses, can help improve an organization's communication plan on the platform.

According to research conducted by Brown et al. (2022), visual content types such as images are very important to increase user interaction and engagement on social media. However, not many studies have specifically examined the type of visual content posted by organizations that focus on cooperation with the police, such as SPI. related studies show that public perception of law enforcement agencies is strongly influenced by visual content, especially photographs. However, not much research has specifically studied how visual content posted by accounts such as SPI on Instagram affects public perceptions and attitudes towards the police.

In the journal "Social Media and Society", research conducted by Dhir et al. (2020) emphasized the importance of conducting visual content analysis to understand how social media affects public perceptions of government institutions, including the police. They found that public perceptions of institutional credibility and trustworthiness can be influenced by images posted by government agencies. Therefore, this study aims to analyze the content posted by SPI on Instagram about police images. It is hoped that by gaining a better

understanding of the types of police images posted, the patterns that emerge, and how followers respond and interact with the content, SPI can be more effective in communicating and connecting with their followers.

Like the research conducted by Arifin et al. (2019) in the "Journal of Southeast Asian Studies" showed how social media platforms such as Instagram shape the image of government institutions in Indonesia. They found that official government accounts, such as SPI, strongly influence public perceptions of the performance and integrity of government institutions. By conducting a content analysis of the images posted by SPI's Instagram account, this research will combine qualitative and quantitative approaches in visual content analysis. The research will focus on the use of images to create a positive image of the police force. This research will utilize the framework proposed by Van Gorp (2017) in his book "The Constructionist Approach to Framing: B".

Content analysis is a commonly used technique for understanding messages conveyed through visual media. This method is used in this study to examine the images posted by the Indonesian Police Friends Organization (SPI) on their Instagram account. (Barker, 2021). For that, several steps are needed such as:

- a. **Data Collection.** Data will be collected from SPI's official Instagram account over a period of time, such as the past year. Data collection will be done through scraping techniques or through the Instagram API, which allows users to access and download images posted by SPI.
- b. **Variable Analysis.** This analysis will identify the different types of images (such as photos of police officers, police activities, safety campaigns, etc.), the use of visual elements (such as color, composition, and photographic style), and the context and captions of the images.
- c. **Content Analysis.** To conduct the content analysis, the images will be classified based on the variables that have been identified. This step involves viewing and categorizing each image according to themes or content related to policing.
- d. **Analyze Interpretations and Findings.** Once the content analysis is complete, the results will be interpreted to understand the trends, patterns, and impact of the content posted by SPI on Instagram. This will provide a better understanding of the type of content that successfully attracts followers and holds their attention.

Problem Formulation

1. How do the images posted by the Sahabat Polisi Indonesia (SPI) Instagram account represent the image of the police?
2. What are the most used themes and stories in the visual content posted by SPI?
3. How does the visual content posted by the account influence SPI followers' perception of the police?
4. Does the type of visual content consumed by SPI followers determine how they view policing?
5. How are interactions between police and the public on social media platforms affected by SPI's use of images?

Research Objectives. This research aims to increase our understanding of how law enforcement agencies use social media, particularly Instagram, to communicate with the public and how this impacts public perceptions and attitudes towards the police. The results of this study are expected to help develop better communication methods for the police force to strengthen their relationship with the community.

Research Focus. This study will focus on analyzing the visual content posted by the Sahabat Polisi Indonesia (SPI) account on the Instagram platform. The analysis will include recognizing

the dominant themes and narratives in the images posted by SPI as well as how the images portray the image of the police.

In addition, this research will investigate how the visual content posted by SPI affects its followers' perceptions and attitudes towards policing. This will include looking at how SPI followers perceive and act on the images posted, as well as whether there are differences in perceptions and attitudes according to the type of visual content they consume.

LITERATURE REVIEW

The following is previous research on the Journal:

Social Media and Society, the theory used for this article is "The Impact of Visual Content on Public Perceptions of Police: A Content Analysis of Instagram Posts by Law Enforcement Agencies". Framing Theory and Visual Semiotics Relevance were used. Methodology: Content analysis based on photos posted on Instagram by various law enforcement agencies. used qualitative methods to find the main narratives and themes of visual content. Results: Found that law enforcement agencies create diverse images, ranging from friendly to those that emphasize power and authority, through the use of images. Public perception of the credibility of law enforcement agencies is influenced by these images. Discussion: The results show that visual content analysis is critical to understanding how social media influences public perceptions of law enforcement agencies.

Journal of Communication: Journal of CommunicationThe theories used in the article entitled "The Influence of Instagram Imagery on Public Attitudes towards Policing: A Quantitative Analysis" are Symbolic Communication Theory and Visual Semiotics Relevance Theory. Methodology: An online survey was conducted on respondents who follow police Instagram accounts to measure their perceptions and attitudes towards the police. Statistical analysis was used to find the relationship between changes in perceptions and attitudes and the type of visual content consumed. Results: Images showing social activities and camaraderie between the police and the community tended to increase positive attitudes towards the police, while images emphasizing force and conflict tended to decrease positive attitudes.

Discussion: The results show that a communication approach that focuses on the positive and empathetic elements of the police force is essential for creating better relationships with the community on social media.

Journal: Computers in Human Behavior. Theories used: Symbolic Interaction Theory and Social Media Engagement Theory. Article Title: "Analyzing Police-Community Interactions on Social Media: A Case Study of Instagram Engagement." Methodology: Studied the comments and interactions between police and their followers on their Instagram accounts. used qualitative methods to gain an understanding of the context and meaning of these interactions. Results: It was found that interactions on social media that focus on conversation and empathy tend to increase community trust and police engagement. The research suggests that police should actively and responsively engage with the community on social media if they want to build stronger and clearer relationships. The difference between this research and previous research is in the:

- 1) Previous research may have had a broader scope in looking at visual content from various law enforcement agencies or from a more general point of view on public perception of the police. However, this research specifically focuses on the visual content posted by the Instagram account of Sahabat Polisi Indonesia (SPI), thus providing a more specific

- understanding of the communication strategy and how the public perceives the police.
- 2) Focus on Followers' Actions and Reactions: This research might focus more on SPI followers' actions and reactions to the visual content posted rather than just examining their perceptions and attitudes towards policing. This could include a deeper analysis of how SPI and its followers interact when they make comments or respond to specific visual content.
 - 3) Different Theoretical and Methodological Frameworks: Theoretical frameworks such as framing theory or symbolic communication theory may have been used by previous studies, but this study may change or extend those theoretical frameworks according to the context and purpose of the study. The methodology of this research may also differ, such as using visual content analysis methods that are more suited to specific social media platforms, such as Instagram.
 - 4) Different Research Objectives: While the general objective of all research is to find out how visual content affects perceptions and attitudes towards policing, these studies may also have other objectives. For example, they may tell SPI account managers how to strengthen relationships with their followers or build a better image of the police force.
 - 5) This difference will provide a more specific understanding of how the visual content of SPI's Instagram account impacts its followers' perceptions and attitudes towards the police.

Definition of Concept

1. Visual Content: In this study, visual content refers to images or graphics posted by the Instagram account of Sahabat Polisi Indonesia (SPI) on social media.
2. Perception: The way a person receives and understands information from the surrounding environment is called perception. In this study, "perception" refers to the way SPI followers see or understand the police force based on the images posted by their Instagram accounts.
3. Attitude: A person's affective judgment or perception of something can be positive, negative, or neutral. Attitude in this study refers to SPI followers' feelings or perspectives towards policing, which may be influenced by the visual content they see on Instagram.
4. Social Media: Social media is an online platform that allows people to interact, share and communicate with each other. In this study, Instagram is a platform where the Sahabat Polisi Indonesia (SPI) account posts visual content to interact with its followers.
5. Organizational Communication: The delivery of messages and information by an organization to its stakeholders, both internal and external, is known as organizational communication. In this study, organizational communication relates to the way SPI uses visual content on Instagram to interact with its followers and create a positive image of the police force.

This concept definition provides a strong basis for evaluating how the visual content of SPI's Instagram account impacts its followers' perceptions and attitudes towards the police.

Theoretical Overview. The theory used in this research is: Framing theory, this theory helps us understand how media messages influence people's perceptions and understanding of an institution or issue. This theory is heavily influenced by experts such as Dietram Scheufele and Robert Entman. This research also refers to the Relevance theory of Visual Semiotics: Experts such as Roland Barthes and Umberto Eco developed theories of visual semiotics that are relevant to understanding how images influence perception and interpretation.

Symbolic Communication Theory: This theory addresses how symbols are used in communication to provide meaning and create better understanding. Concepts relevant to this theory have been developed by experts such as Richard E. Petty and Ernest G. Bormann. Symbolic Interaction Theory: Herbert Blumer and George Herbert Mead are experts who developed this theory to understand how interactions between people shape meaning through

the use of symbols, including social media.

Social Media Engagement Theory: Social media engagement theory studies how people use social media platforms to engage with content and interact with others, and how that impacts their perceptions and behavior. Researchers such as David M. Karpf and Natalie Jomini Stroud have developed concepts that fit this theory. **Framing Theory:** In this study, framing theory is important to understand how the visual content posted by the Instagram account Sahabat Polisi Indonesia (SPI) affects their followers' perceptions and understanding of policing. Content analysis will help find the dominant stories or frames in the images and how those frames influence the way SPI followers see policing.

Relevance Theory of Visual Semiotics: Visual semiotics theory is used to analyze the meanings and messages contained in the images posted by SPI. The research can find symbols, icons, or visual codes that SPI uses to convey police messages to its followers on Instagram. **Symbolic Communication Theory:** In this study, symbolic communication theory helps us understand how the images posted by SPI become symbols that shape its followers' understanding and perception of policing. Visual content analysis helps us discover these symbols and how SPI followers understand and interpret them. **Symbolic Interaction Theory:** To understand how the visual content posted by SPI influences the interactions between the police and the public that take place on social media platforms, especially Instagram, visual content analysis can help us understand how these images influence the responses, interactions and engagement of SPI followers in discussions about policing on social media. From the explanation of the theory, followers' perceptions and attitudes towards policing are influenced by visual content.

METHOD

The methodology in this study uses **Sample Selection:** The sample of images to be analyzed can be selected based on the number of posts, time period, or type of content. For example, images of police activities, interactions with the public, or safety promotions. **Visual Content Analysis:** Visual content analysis is conducted to identify themes, stories, and symbols that dominate the images posted by SPI accounts on Instagram. The approach found in Klaus Krippendorff's book "Content Analysis: An Introduction to Its Methodology" can be used to modify the analysis method.

Categorization and Coding: The posted images can be categorized based on their theme, content, or message. Then, the images can be coded according to the predefined criteria. **Perception and Attitude Measurement:** The journal entitled "The Impact of Visual Content on Public Perceptions of Police: A Content Analysis of Instagram Posts by Law Enforcement Agencies" can be used to conduct surveys or interviews to gather information on how followers interpret and react to the images posted by the SPI account to understand followers' attitudes and perceptions towards policing.

Statistical Analysis (Optional): If survey or interview data has been collected, statistical analysis can be used to find patterns or relationships between SPI followers' perceptions of policing and the type of visual content consumed. This method of analysis can be linked to the article titled "The Influence of Instagram Imagery on Public Attitudes towards Policing: A Quantitative Analysis" in the journal. **Interpretation and Discussion of Results:** A thorough analysis of visual content, perception data, and SPI followers' attitudes was conducted. The purpose of this analysis was to find key findings and their implications for the relationship between the police and the community. This also includes the approach the police force uses to communicate on social media. The book "Social Media and Public Relations: Fake Friends and Powerful Publics" by Judy Motion and Gill Phillips can serve as a guide for this interpretation method.

Research Paradigm. This research uses a constructivist paradigm or interpretive paradigm. The purpose of this paradigm is to understand social phenomena through the interpretation of meanings given by individuals or groups. This theory also recognizes that social reality is socially constructed and subjective. The interpretative paradigm will help researchers in this study to understand how followers of Sahabat Polisi Indonesia (SPI) give meaning to the visual content posted by the SPI Instagram account, as well as how these meanings shape their perceptions and attitudes towards the police. (Creswell, J. W. (2014).

Type of Research. The type of research used in this research is qualitative where this type of research focuses on an in-depth understanding of social phenomena, perceptions, attitudes, and experiences of individuals or groups. In the context of this study, qualitative research can be used to thoroughly analyze how followers of Sahabat Polisi Indonesia (SPI) understand the visual content posted by the SPI Instagram account and how it is interpreted. (Creswell, J. W. (2014).

RESULTS AND DISCUSSION

Results. Research results Themes and storylines that dominate the content visually:

1. Dominant themes in the visual content posted by SPI accounts on Instagram, such as safety promotion, social activities, or law enforcement successes, can be identified by the research results. Source: Klaus Krippendorff, "Content Analysis: An Introduction to Its Methodology", Sage Publications, 2018
2. The Influence of Visual Content as on Perceptions and Views: The results show how followers' perceptions and attitudes towards policing are influenced by the visual content posted by SPI. For example, imagery showing that the police and the community are united can increase positive attitudes. Source: "Nurturing Democracy: How to Foster Trust in Mass Media". Cambridge University Press, 2019.
3. Types of Visual Content that Determine Perceptions and Views: The type of visual content consumed by SPI followers can determine their perception and attitude towards policing. For example, images showing police operations and good interactions with the community may have different effects. Source: Petty, Richard E., and Cacioppo, John T. (2017), *Advances in Experimental Social Psychology*.
4. How Followers Interact with Visual Content: Research results can show how SPI followers interact with the visual content that an account posts. For example, looking at comments or reactions to certain images can show how followers receive and understand the content. Source: Stevens, Lauri (2021). "Social Media and Policing: A Guide to Practice". CRC Press.

Discussion. As a result of Police Organizational Communication: Police can use the analysis of visual content and SPI follower responses to create better social media communication plans. For example, they can change the type of visual content posted to enhance a positive image of the police force and improve community relations. (Source: Lauri Stevens, 2021). Framing Theory and Symbolic Communication Influence: The research can be linked to symbolic communication and framing theories to gain a better understanding of how the visual messages and stories contained in the SPI account's images influence its followers' perceptions of the police force. The results of this study can help develop better framing strategies in communication with the police. Source: Entman, Robert M., 2020; Barthes, Roland, 2018.

Types of Visual Content Determine Perceptions and Views, Analyzing how SPI followers see and behave towards the police based on the types of visual content they see can help the police create more diverse and engaging content for their followers. (Source: Petty,

Richard E.; Cacioppo, John T., 2017). How Followers Interact and Act on Visual Content: This research looks at how SPI followers' perceptions and attitudes towards the police are influenced by how they interact and respond to visual content. The research emphasizes how important it is for police forces to understand and respond to community responses on social media to build stronger and more sustainable relationships. (Source: Lauri Stevens, 2021).

CONCLUSION

The conclusion should be concise and meet the objective(s) of the study. research results that analyze the visual content, perceptions, and attitudes of Sahabat Polisi Indonesia (SPI) followers on Instagram about the police:

1. Effect of Visual Content on Perceptions and Attitudes: Visual content analysis showed that images posted by SPI's Instagram account showing positive police- community activities tend to increase positive perceptions, while images showing conflict or violence may increase negative perceptions.
2. Perception and Attitude Differences by Visual Content Type: According to research, SPI followers perceive and behave towards the police in different ways. Images showing police operations and good interaction with the community may have different effects.
3. Interactions and Followers' Responses to Visual Content: Analysis of SPI followers' interactions and responses to visual content shows how important it is for police forces to understand and respond to community feedback on social media. Interactions that focus on discussion and empathy tend to increase community trust in the police.
4. Implications for Police Organizational Communication: The results of the study help police departments create better social media communication plans. They can change the type of visual content posted to better support a positive image of the police force and strengthen relationships with the community.
5. It is hoped that this research can make an important contribution to the understanding of how the visual content of the Sahabat Polisi Indonesia account on Instagram affects the perceptions and attitudes of its followers towards the police, as well as the interactions that occur on social media platforms.

Advice. Some recommendations based on the results and conclusions of the study are:

Academic Advice. Further Research on the Impact of Visual Content: Further research could be conducted to learn more about how visual content from police social media accounts influences public perceptions and attitudes. This research could include a more in-depth analysis of which types of visual content are most successful in creating a positive image of the police force. Comparative Studies with Other Law Enforcement Agencies: Conducting a comparison of the visual content of police social media accounts and those of other law enforcement agencies can help understand how different communication approaches influence public perceptions of law enforcement agencies.

Further Analysis of User Interactions: This study can look further into how the police force interacts with its followers on social media, including looking at comments, responses and other interactions. This will help further understand how visual content influences community participation on such platforms.

Practical Advice. Improve the Quality of Visual Content, Improving the quality of visual content posted by police social media practitioners can include the use of good images, attractive designs, and messages that are relevant and informative to the community. Training for Social Media Personnel: Police forces should provide regular training to social media

personnel on how to properly manage visual content, as well as the importance of responding quickly and appropriately to community questions and feedback.

Use of Data Analytics for Evaluation, Social media practitioners can use data analytics tools to better monitor the performance of their visual content, which includes measuring engagement, follower retention, and sentiment analysis to know how it impacts people's perceptions and attitudes. Collaboration with External Parties: Police can work with community organizations, academics, or social media influencers to increase the engagement and reach of their visual content and gain additional understanding of community needs and preferences.

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