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Cite this article: Syaefurrochman Achmad, Tri Wahyuwidayati (2025). Analysis of the Content of the Police Crisis Communication News in the Case of the Murder of Vina Cirebon. Global International Journal of Innovative Research

Received: Feb

Accepted: Feb

Keywords:

Vina Cirebon Case, Murder, Crisis Communication Strategy, Police, Content Analysis

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Published by:

GLOBAL SOCIETY
PUBLISHING

Analysis of the Content of the Police Crisis Communication News in the Case of the Murder of Vina Cirebon

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This research aims to look at the management of police messages in handling the Vina case crisis in Cirebon and identify the communication strategies used. The approach is quantitative with content analysis methods on news collected from various online media, television, YouTube and press releases, which were published after the screening of the film "Vina Before 7 Days" on May 8 2024 in cinemas throughout Indonesia, until July 28 2024. News content analysis carried out using the Situational Crisis Communication Theory (SCCT) framework. The research results show that the National Police has carried out crisis communication using a standard pattern, namely giving more importance to "playing it safe" in the form of justification tactics by 56.52%, which is reactive rather than proactive. Another pattern is a strategy of bolstering (strengthening) with the tactic of ingratiating the community by 34.70% to reduce attacks on policing measures. The denial strategy (refuse) is only 4.34%. The main challenge is how the National Police can maximize the management of social media as an educational medium and establish structured and organized crisis communication standards. Researchers recommend that the National Police organize crisis management systematically so that case handling is more proactive to increase public trust in the Police, and the need to actively care for netizens on social media as part of digital community policing.

1. Introduction

The study of crisis communication in the current digital era is very necessary because effective communication strategies are not only important to maintain public stability and security, but are also needed to ensure public trust in law enforcement agencies that are essential in the justice system.

Crisis communication has been considered a crucial issue in organizational management, especially for police institutions that are often under the public spotlight. Coomb (2010) in his book *Ongoing Crisis Communication: Planning, Managing, and Responding*, warns that "mismanagement of communication during a crisis can lead to a significant decline in an organization's reputation and trust."

The case of Vina's murder in Cirebon is one of the crises in the police that has captured the attention of the public and the media. The handling of this case by the National Police, especially in terms of crisis communication, is in the main spotlight because of the social and psychological impact caused by this event. Public Relations of the National Police needs to communicate case handling measures regularly and consistently to all stakeholders, to reduce the negative impact caused by the crisis.

In the last three months, the news of the murder case against Vina and Eky in Cirebon has been very dynamic, especially since the appearance of the film "Vina Before 7 Days" which has been screened in cinemas throughout the country since May 8, 2023. The case continued to roll with a quick police response and disseminated three people called the DPO (Person Search List), who were suspected of being the perpetrators of the murders of Vina and Eky. A week later, a person named Pegi Setiawan was arrested. But the Bandung District Court declared his arrest invalid, so Pegi was canceled as a suspect.

In addition, after one of the convicts named Saka Tatal was free purely because he had completed his 8-year sentence cut from his prison term, he said that there were many irregularities in the legal process that befell him. There was even a Youtube show from the @ransgala account on June 15, 2024, which stated that one of the perpetrators of the murder was allegedly the son of an official and grandson of a National Police official. This issue is getting wilder and there is a proposal for the police to re-investigate from scratch. President Joko Widodo also paid attention to this case, so the President ordered the National Police Chief to handle the Vina case professionally and transparently, and nothing was covered up (Antara, Thursday, May 30, 2024).

Previous research on crisis communication was conducted in a variety of cases. For example, the crisis in the bank (Carroll, C. (2009). Communication of the Covid-19 crisis (Wouter Jong (2020); about the cultural communication crisis in Taiwan (Huang, Yi-Hui (2005); about

terrorism in Norway (Falkheimer, 2014), and about the murder of blacks in America (Coonce, Angela G. (2019).

In Indonesia, crisis communication research was also carried out by Desmalinda et al. (2023) in the case of the murder of Brigadier J by Ferdy Sambo with the framework of Situational Crisis Communication Theory. Meanwhile, Inri Inggrit Indrayani also researched the Image Restoration Strategy of the Indonesian Police in the Ferdy Sambo Case related to crisis communication (Indrayani, 2022).

A number of these studies show that crisis communication is an interesting and important issue because it can affect the reputation of the organization. Especially for research that examines the case of Vina's murder in Cirebon, no one has done it. Therefore, this research is expected to be the beginning to further elaborate on the crisis communication in handling the Vina murder case.

This research will answer the problem of how the Police manage crisis communication messages in the case of Vina's murder in Cirebon. The trick is to analyze the content of the National Police's crisis communication news in the case, with the Situational Crisis Communication Theory (SCCT) analysis unit. The purpose of the study was to identify the crisis communication strategy used by the Police in the case of Vina's murder in Cirebon based on the analysis of the content of the news, and to analyze how the Police managed the crisis communication messages in this case, including the patterns and approaches used. The results of the analysis are expected to be an update offer in communicating crisis handling in the Police institution.

Situational Crisis Communication Theory (SCCT)

What is meant by crisis according to Timothy W. Coombs (2015) is a negative situation that involves the organization and its stakeholders, such as employees, customers, and investors. Crises can be perceptions of unforeseen events that threaten the important expectations of relevant stakeholders. Crises tend to threaten the life of the organization or its public, so no one in the organization expects a crisis to occur. Crises create information uncertainty so that rumors arise (Coomb, 2015).

Friedman (in Coomb, 2010:18) considers the crisis to be "not necessarily a bad thing. It may be a radical change for good as well as bad." Although at first a crisis is a bad thing, a crisis can be a radical change for good. Coomb sees the crisis as an opportunity to improve the image of the institution with the right strategy (Coomb (2010:19). Thus, a crisis is a situation that tests the resilience and ability of communities and organizations to bounce back from adversity.

The definition of crisis can thus be understood from the context. The point is that there are unexpected situations that threaten the safety of lives and organizations. Examples such as natural disasters, Covid-19 and outbreaks, bomb terror, murders, are unexpected events and threaten the safety of lives. In short, "crises are often associated with a tense and even worrying atmosphere" (Puspitasari, 2016).

In the context of the murder cases in Cirebon and Eky in 2016, this is a crisis in the body of the police organization. This event was unexpected, gave rise to vague rumors and threatened the downturn of the organization if not controlled through good crisis communication measures.

What is meant by crisis communication is the act of collecting, processing, and disseminating information needed when overcoming crisis situations so that it can be known that crisis communication strategies are part of crisis management to carry out communication Coombs & Sherry (2010). Citing the work of journalists, the definition of crisis communication is "reporting" crisis handling measures" to the public. The step begins with collecting information, producing news, and then publishing it through the media. It's like using Harold Lasswell's concept of communication that whoever says what, through what medium, to whom, with what effect. (Effendy, O. U. (2003).

Thus, crisis communication is an effective protocol, system, or communication process that is carried out during critical times. Because, in it there are rules of the game that contain strategic steps to handle crises. These protocol rules are a reference for government institutions and apply universally. In the system, there are communication steps so that all components in the system understand the situation and the steps that need to be taken.

Stages of the crisis

In the context of crisis management, Coombs explained that crisis management is divided into pre-crisis stages, during crisis and post-crisis. In the pre-crisis stage, the steps are divided into: (1) signal detention, which is identifying potential sources of crisis, (2) prevention, which is preventing or taking action to prevent the occurrence of a crisis, and (3) crisis preparation, which is the preparation made by the organizational manager to welcome the crisis that will occur.

During a crisis, there are crisis events or the occurrence of a crisis, which is divided into: (1) crisis recognition, which is introducing a crisis in the organization, (2) crisis containment, which is how the organization responds to the crisis, which consists of planning coordination

and follow-up to the crisis.

Post-crisis shows signs of completion, which is divided into stages: (1) making the organization more prepared to face the next crisis, (2) ensuring that stakeholders have a positive impression of the organization's crisis management efforts, and (3) re-examining that the crisis has truly ended. At this stage, organizational managers need to evaluate the crisis management that has been carried out, learn from the crisis, and monitor issues related to the crisis (Coombs, 2015).

Crisis Communication based on SCCT Theory

Situational Crisis Communication Theory (SCCT) is a theory in the field of communication developed by Timothy W. Coombs and Sherry J. Holladay, two professors from Texas A&M University. This theory was proposed in 2007. This theory is summarized in his book: "The Handbook of Crisis Communication." (Coombs, Timothy & Holladay, Sherry. 2020. SCCT theory is a framework for understanding how organizations can respond to crises in the most effective way, based on the characteristics of crises and public perceptions of organizational responsibility in those crises.

The main goal of the SCCT is to protect the reputation of the organization and minimize the damage caused by the crisis. "SCCT identifies how key facet of the crisis situation influence attribution about the crisis and the reputation held by stakeholder. In turn, understanding how stakeholders will respond to the crisis informs the post crisis." So crisis identification must be known in advance so that stakeholders can respond to post-crisis, because as Coombs explained at the beginning, post-crisis communication can be used to improve reputation/prevent reputational damage. (Coombs and Holladay, 2005).

Coombs has identified three types of crises: victim crises, such as natural disasters, terror attacks and rumors. The perception of people assumes that the organization is considered a victim of the event. In this context, the responsibility of the organization is relatively low. The second type of crisis is an accidental crisis. For example, technical accidents, defective products due to accidental errors. In this type, public perception views the organization as not having bad intentions, but still being responsible, but the responsibility is classified as medium.

While the third type of crisis is a preventable crisis. Examples include serious negligence, regulatory violations, ethical errors. Public perception assumes that the organization is fully responsible because the incident can actually be prevented. Thus, the responsibility of

organizations in this type of crisis is relatively high.

The murder case of Vina and Eky in Cirebon is a type of crisis of the second type, namely an accidental crisis, because it was found that there was an error in the investigation at the beginning of the case and ethical violations. According to the Head of the Public Relations Division of the National Police, Inspector General of Police Sandi Nugroho, the perpetrator has been sanctioned (Tribun Palu Official, June 21, 2024).

Crisis Response Strategies Through SCCT

The SCCT in the Coomb concept provides guidance for choosing the right communication strategy based on the type of crisis and its intensity. These strategies are divided into three main categories:

Primary Response Strategies, which include: The Deny strategy, which means rejecting involvement in a crisis.

- Attack the accuser: the crisis manager confronts a person or group of people who declare that something is wrong in the organization.
- Denial: the crisis manager declares there is no crisis.
- Scapegoat: The crisis manager blames a person or group outside the organization for the crisis.

Diminish strategy (strategy to reduce the impact of the crisis). For example, reducing the perception of responsibility or negative impacts.

- Excuse: The crisis manager minimizes the organization's responsibility by denying the intention to take adverse action and/or declaring an inability to control the events that triggered the crisis.
- Justification: crisis managers minimize the adverse effects of crises. For example, providing a rational reason to support an opinion, action, or decision. The purpose of justification is to justify a statement or action based on a proper and logical argument.

Rebuild (rebuild strategy), which is to take full responsibility and try to repair the damage.

- Compensation: The crisis manager offers money or other rewards to the victim.
- Apology: The crisis manager indicates that the organization is fully responsible for the crisis and asks stakeholders for forgiveness.

Secondary crisis response strategies.

Bolstering crisis response strategies:

- Reminder: Managers inform stakeholders about the organization's past good performances.
- Ingratiation: Crisis managers praise stakeholders and/or remind them of the good work the organization has achieved.
- Victimage: The crisis manager reminds stakeholders that the organization is also a victim of a crisis.

W. Timothy Coomb and Sherry J. Vacation, in their article "Helping Crisis Managers Protect Asset Reputation", explained that the theory of situational crisis communication (SCCT) needs to consider the disadvantage aspect when using quick response. "The application of a universally accommodating strategy poses a problem, because there are legal and financial responsibilities that must be borne by Benoit" (Benoit, (1995). Therefore, it is reminded of the situational approach, which means to look at the situation that occurs when determining what strategy to do to the public in the event of a crisis situation. Coomb's research explains guidelines to crisis communication managers on how to determine steps by providing alternative offers and rational considerations to save the organization. (Coomb, W.T. and Vacation. Sherry, 2002).

2. Method

This study uses a quantitative approach with a content analysis method. Content analysis is a research tool used to determine the existence of certain words, themes, or concepts in some qualitative data (i.e. text). By using content analysis, researchers can measure and analyze the existence, meaning, and relationship of certain words, themes, or concepts.

The data was obtained by examining news documentation and public opinions about crisis communication carried out by the National Police in handling the Vina murder case in Cirebon. The data can be in the form of writing, images, audio, or videos, taken from Youtube shows, online media news, press releases and social media.

The criteria for selecting news are sourced from the Public Relations of the National Police or authorized official police officials, and the topic is related to the Vina Cirebon case. This news content is analyzed using the content analysis method.

The news taken as a sample is news published between May 8, 2024 and July 28, 2024. The consideration is that that period was a crisis period that forced the National Police to respond to the situation of confusion of information. News is selected that is relevant to the research. If there is the same content, then only one of them is taken, so that duplication does not occur. During the study, 23 types of news were obtained with different points of view, the date of the news was also different.

The unit of analysis is the Situational Crisis Communication Theory (SCCT) framework, which has been described above, including Primary Response Strategies and Secondary Response Strategies. The police's response in reporting the Vina case is analyzed with the SCCT framework will build a model of crisis strategy carried out by the police, as well as what efforts are being made to restore the image of the National Police and increase public trust

3. Result and Discussion

The murder case of Vina Dwi Arsita (Vina) and Muhammad Rizky (Eky) in Cirebon occurred eight years ago, on August 27, 2016 to be precise. Vina and Eky died due to the brutality of a motorcycle gang in Cirebon. At that time, Vina was still 16 years old. The fatal incident occurred on Jalan Raya Talun, Talun District, Cirebon Regency.

According to media records (liputan6.com, Dec 21, 2016), the incident began when a couple named Vina (16) and Muhammad Rizky Rudiana alias Eky (16), rode across the front of SMP 11 Kalitanjung Cirebon. When passing, a group of people threw stones at them who were also together with their friends at that time. The victim and his colleagues had escaped. However, the motorcycle gang chased and ganged up on him.

Cirebon City Police Chief AKBP Indra Jafar, Thursday, September 1, 2016 said that Eky's victim was mobbed and persecuted. He was even stabbed by a perpetrator. Meanwhile, Vina was molested in turn by the perpetrators until the two victims died at the scene.

After the motorcycle gang members finished off the victim, they took the bodies of the two to the overpass of Kepongpongan Village, Talun District, Cirebon Regency. The victim was thrown away to trick as if the victim was a victim of a traffic accident. After developing from the evidence and witnesses of his friends, Eky and Vina were victims of premeditated murder.

Eight people have been sentenced. Seven people were sentenced to life, and are now still in prison. They are Rivaldi Aditya Wardana, Eko Ramdani, Hadi Saputra, Eka Sandy, Jaya, Supriyanto, Sudirman, and Saka Tatal. Saka Tatal, who was a minor at the time, was sentenced

to 8 years in prison and was released after serving a sentence of 3 years and 8 months.

The uproar occurred after the public watched the screening of the film "*Vina: Before 7 Days*" in Indonesian cinemas on May 8, 2024 (Tribunnews.com, May 17, 2024). The police then responded by chasing three people who were on the search list, one of which was Pegi Setiawan.

After the police failed to suspect Pegi Setiawan, Vina's case became the subject of ridicule. This condition is not favorable for the image of the police as a law enforcer and justice. Negative news appeared, for example: *Convicted Lawyer Calls Vina's Murder Case in Cirebon Engineered* (Kompas.com, May 18, 2024); Former Deputy National Police Chief Oegroseno Calls the Perpetrator of the Murder of Vina Cirebon a mafia plot (*medan.tribunnews.com*, July 22, 2024). Then Kompolnas denied that Oegroseno's statement made the public even more confused and just nonsense. (*m.tribunnews.com*, July 23, 2024).

Soesno Duaji, former West Java Police Chief and Head of Criminal Investigation of the National Police, also said that one Indonesia was deceived by Iptu Rudiana (*Ayobandung.com*, July 24, 2024). Another news is Dede's admission that *Aep and Iptu Rudiana Engineering BAP in the Vina Cirebon Case* (*Ayobandung*, July 21, 2024).

These are the facts of the Vina Cirebon case, which illustrates that the Police are in a crisis situation, namely a situation where the police face an unexpected atmosphere that the Vina case will become more "complicated," surprising the public and unexpected and threatening the existence of the police organization. This crisis situation can worsen the image of the police organization. So the Public Relations of the National Police is the most responsible party in crisis communication matters

Police Crisis Communication Strategy in the Cirebon Vina Case

Based on the analysis of the news communication of the crisis in the Vina case, an overview was obtained that in general the National Police responded normatively and affirmed that what the Police did in the Vina case was legal for the sake of the law, with evidence that the defendants were found guilty.

Regarding the irregularities shown in the film and comments from the family as well as the community and observers, the National Police also showed an attitude that more stated justification *or justification* for what was done. While responding to netizens, who glorified the free confession of convicts that there was case fabrication and violence against witnesses, the National Police responded with a defensive strategy, with *a diminish* strategy and

justification tactics. It is hoped that the public will agree with what the National Police is doing and can reduce public pressure while showing transparent steps and accepting public criticism.

The Police's defensive attitude was also seen when responding to the Pretrial decision that granted Pegi Setiawan's steps. This decision stated that the arrest and investigation of Pegi was invalid, because it was not in accordance with the procedure for handling the case. The response of the National Police Chief, General Listyo Sigit, respects the court's decision and will take corrective steps, meaning that the strategy carried out is to win the public's heart (*ingratiatio*). More details can be seen in table-1.

The first response of the Police in a crisis situation was to spread three fugitives who were included in the Person Wanted List (DPO). The three, as reported Inilah.com, May 15, 2024), are Andi (31), Dani (20) and Egi (22). The West Java Police released 3 perpetrators of murder and rape against Vina Dewi Arsita and her lover, M Rizky Rudian or Eky. The murder occurred on Jalan Perjuangan in front of SMP 11 Kali Tanjung Cirebon. The police also appealed to the public to know, so that they are willing to inform the police so that they can be processed to fully uncover this case.

This step cannot be separated from public pressure after the Vina film. This means that this is the answer or response of the Police to the development of the Vina and Eki murder case. The police did not criticize the presence of the Vina film, whether the film research was valid or not? If it is not valid, why not respond with a movie as well? Referring to the concept of SCCT Coomb, this step by the National Police includes a strategy *to diminish* (reduce) accountability with justification tactics carried out, not stopping at 8 people who have been convicted.

KONTEN KOMUNIKASI KRISIS POLRI PADA KASUS VINA CIREBON

NO	KONTEN	STRATEGI	TAKTIK		STRATEGI	TAKTIK		STRATEGI	TAKTIK			
		DENIAL	ATTACK ACCUSER	DENIAL	SCAPE- GOAT	DIMINSH	EXCUSE	JUSTIFI- CATION	BOLSTE-RING	REMIN-DER	INGRA- TIATION	VICTIMA- GE
1	Polisi Sebar Ciri-ciri Tiga Pelaku Pembunuhan Vina					V		V				
2	Bareskrim Polri Beri Arahan ke Polda Jabar Kasus Pembunuhan Vina					V		V				
3	Pegi, DPO Kasus Pembunuhan Vina Cirebon Ditangkap!					V		V				
4	Minta Dukungan Masyarakat, Polda Jabar Buka Hotline Kasus Vina					V		V				
5	Polri Beberkan Hasil Visum Vina dan Eky Korban Pembunuhan 2016 Silam					V		V				
6	Simpang Siur Kasus Vina dan Eky					V		V				
7	Breaking News, Polda Jabar Rilis Kasus Pembunuhan Vina					V		V				
8	Polri: Ada Saksi di Sidang Pembunuhan Vina yang Dijanjikan Uang oleh Pelaku	V		V								
9	Iptu Rudiana Diperiksa Propam, Polri Tak Temukan Kesalahan Prosedur					V		V				
10	Kapolri Nilai Kasus Vina Cirebon Tak Pakai 'Scientific Crime Investigation'								V		V	
11	Polri Akui Anggotanya Kurang Teliti saat Awal Pengusutan Kasus Vina								V		V	
12	Klarifikasi Polri Pernyataan Kapolri Penanganan Kasus Vina Tidak Scientific								V		V	
13	Polri Akui Ada Penyidik Kurang Teliti di awal Pengusutan, Kini Sudah Disanksi								V		V	
14	Kapolri Minta Kasus Vina Cirebon Ditangani Profesional dan Transparan								V		V	
15	Kapolri: Kasus Vina Harus Profesional, Transparan dan Adil					V		V	V		V	
16	Praperadilan Pegi Setiawan Dikabulkan, Bareskrim Akan Evaluasi						V					
17	Kapolri Hormati Putusan Praperadilan Kabulkan Gugatan Pegi					V		V				
18	Pegi Menang Praperadilan, Bareskrim Buka Suara soal Salah Tangkap					V	V					
19	Polri Terus Usut Laporan Kasus Pembunuhan Vina Cirebon								V		V	
20	Kala Polri Evaluasi Kasus “Vina Cirebon” Setelah Pegi Bebas...								V		V	
21	Turunkan Propam dan Irwasum, Kapolri Pastikan Tuntas Kasus Vina					V		V				
22	Dugaan Kesaksian Palsu Kasus Vina, Polisi Lakukan Gelar Perkara					V		V				
23	Update Kasus Vina: Bareskrim Mulai Usut Kesaksian Palsu Aep dan Dede					V		V				
	Jumlah/Frekuensi			1				13			8	
	Persentase/%			4,34%				8,69%	56,52%		34,70%	

Table-1 Results of the analysis of the National Police's Response to the Vina Cirebon Murder case

The same strategy and tactics were also carried out by the Police when the Criminal Investigation Branch of the National Police gave directions to the West Java Police regarding the Vina murder case in Cirebon Beritasatu.com (Friday, May 17, 2024). In this case, the National Police responded very seriously to what the West Java Police did. The descent of the Bareskrim to the Regions is proof that this case was taken seriously and to convince the public that the National Police is not silent, but is really working to find three DPOs.

The seriousness of the National Police's search for a DPO was successful. Five days later, *Detik.com* (May 22, 2024) reported that "the re-investigation of the murder case experienced by Vina and her boyfriend Rizky alias Eky in Cirebon is slowly starting to find a bright spot. One DPO in the name of Pegi Setiawan alias Perong has now been arrested by the West Java (West Java) Police." This news quotes the Director of General Criminal Investigation (Dirkrimum) of the West Java Police, Kombes Surawan. Pegi alias Perong is known to be the DPO of the Vina Cirebon case with Andi and Dani.

This step is the same as before, which is part of transparency and accountability. For the impression built that the Police are responsive, it doesn't seem to be too much of a problem because the steps are inconsistent. There was a blank time before that caused the public to question it. Whatever the public assessment, this step gives the impression that the National Police is building a *justification* tactic about what is done as a form of public accountability. This tactic was also carried out a week later as seen in the news: "Breaking News, West Java Police Release Vina Murder Case" which aired on May 26, 2024 in a number of media. In news on Youtube Tvone, MetroTV, and Antara News Agency, the Police stated that the role of Pegi Setiawan alias Perong in the case of the murder of Vina and Rizky or Eky was as the brains of the perpetrators of the murder of Vina and Eky. His role was shown by committing *rudapaksa* (rape) to Vina.

"The role of the suspect PS alias Perong alias Robi Irawan is based on the court decision, namely throwing the victims Rizky and Vina with stones and hitting the fenders, then chasing them until they fly over. Then hit the victims Rizky and Vina with their bare hands towards the body, then piggyback the victim Rizky to an empty lot behind the car showroom opposite SMP 11 Cirebon together with Rivaldi," said Kombes Pol Jules Abraham Abast in a press conference, Sunday, May 26, 2024.

"Then he hit and stabbed a short samurai in the form of a pipe to Rizky's victim and hit Vina's victim with his bare hands, hit his nose until he bleed at the crime scene, then lifted Vina's victim near Rizky's victim. Then, kissing and holding Vina's child's breasts at the crime scene. Next, take Vina's kroban to the fly over and leave it," he continued.

By disclosing this data, the National Police builds an argument to convince the public that the police's steps are correct. Thus, the National Police's response to the release of the Vina case shows a diminish strategy with justification tactics. The National Police wanted to build an argument that the police were consistent in following up on Vina's case, and it was announced that the role of the newly arrested Pegi was the brains behind Vina's murder. However, the statement of the Director of General Crime of the West Java Police that there is only one DPO,

will show another distinction in the eyes of the public. For example, Mahfud MD said in a talk show with Rossi that the police were "haphazard" (*KompasTV, Jul 16, 2024*).

An invitation to the public to cooperate with the Police is also illustrated in the news "Asking for Community Support, West Java Police Open Hotline for the Vina Cirebon Case" (*Humas.polri.go.id* (June 7, 2024)). This is a form of community *policing* that is being built by the National Police, in essence, the community is invited to build the Police. One of the strategies for the success of community policing is the involvement of the community in policing efforts. It is clear that this strategy shows that the National Police is not anti-criticism and can be categorized as a *diminish* strategy but with collaborative community policing tactics.

The same strategy and tactics were also used when "the National Police revealed the results of the visum of Vina and Eky, victims of the 2016 murder" (*Kompas TV, June 20, 2024*). This news seems to refute the news circulating that Vina and Eky were not divided to answer the cause of their deaths. Moreover, the decision of the Court of Appeal which was enacted by the High Court of Prosecutor was able to convince the judge of the evidence and witness statements in court. The National Police has carried out a *Deminsh* strategy with *justivication* tactics for what the police have done before.

KompasTV Live on June 20, 2024, in the One Table program entitled "Simpang Siur Kasus Vina and Eky" featured the speaker of the Head of the Public Relations Division of the National Police, Inspector General of Police Sandi Nugroho. He fended off public statements that the police lacked evidence and used false testimony. Sandi emphasized that the statement was a statement in a free space. However, the case that can be trusted is the one that is conveyed in the courtroom. Softly, the Head of the Public Relations Division, Sandi Nugroho, wanted to reject the arguments and public assessments that assessed the existence of case engineering. Strictly speaking, the National Police wants to ensure that the court decision is the final result that must be followed, not the statement of just anyone whose validity cannot be measured. Sandi Nugroho appeared to use denial strategies and tactics as well as *justification* tactics carried out by the police.

This analysis was also continued on the news content the next day that the National Police stated that "There were Witnesses at the Vina Murder Trial Promised Money by the Perpetrator" (*KOMPAS.com* (19/06/2024)). Head of the Public Relations Division of the National Police, Inspector General Sandi Nugroho, said that one witness presented by the perpetrator in the trial had been promised money so that he would not give an honest statement. "In the facts of the court, there are witnesses who were brought in by the lawyers of

the perpetrators and the parents of the perpetrators, who asked not to provide information according to the facts," said Sandi at the National Police Headquarters, Jakarta, Wednesday (19/6/2024). This statement gives a message that it is not the Police who engineered the case, but other parties who want to influence witnesses in court with the lure of money. It seems clear that there is a *Denial strategy* with subtle attack accuser tactics or even *scapegoats*.

When the public discussed the engineering of the case by Iptu Rudiana, (Eky's father who was also a police officer on duty at that time), the National Police responded by announcing the results of the Police Propqm examination as seen in the news *"Iptu Rudiana Examined by Propam, the National Police Found No Procedural Errors: Everything According to the Provisions"* (Kompas.tv - June 19, 2024). This news gives a very clear message that the National Police does not want to be driven by news and conversations in public spaces that direct Iptu Rudiana to be blamed for committing violence in the investigation and fabricating cases. The fact is, what Iptu Rudiana did was in accordance with the provisions. This news shows that the National Police carried out *a denial strategy* as well as *a justification tactic*.

Other Strategies

Another strategy carried out by the National Police in conducting crisis communication is to carry out *a bolstering strategy* in the type of crisis response *secondary crisis response strategies*. This can be seen in the following news: *"The National Police Chief Values the Evidentiary of the Vina Cirebon Case Without Using 'Scientific Crime Investigation'"* (KompasTV, 21 Jun 2024). Also the news *"The National Police Admits Its Members Were Not Thorough at the Beginning of the Investigation of the 'Vina Cirebon' Case"* (Kompas.com - 21/06/2024) and *the National Police Admits There Were Investigators Who Were Not Thorough at the Beginning of the Investigation of the Vina Case, Now It Has Been Sanctioned*. Aired: Friday, June 21, 2024 21:36 WIB.

In Kompas.TV news, National Police Chief General Listyo Sigit Prabowo assessed that the murder case of Vina and Eky in Cirebon did not prioritize *scientific crime investigation* so as to create a negative perception in the community. *"In criminal cases, evidence must be brighter than light. I give an example in the case of the murder of doctor Mawardi in Papua based on a scientific crime investigation, the perpetrator was successfully investigated with the results of testing DNA samples on evidence. However, in the disclosure of the Vina and Eky murder cases, the initial evidence was not supported by a scientific crime investigation. So that issues arise, negative perceptions, the defendant admitted to being intimidated, the victim was wrongly arrested, and the elimination of two DPOs who were considered unprofessional,"* said the

National Police Chief in his message to STIK-PTIK students read by Deputy Chief of Police Komjen Pol Agus Adrianto.

This statement is a form of official admission by the National Police Chief conveyed by the Deputy Chief of Police that in the Vina case, it was not initially based on *a scientific crime investigation*, and this is a lesson for the police as well. This statement means that the police are open and transparent, willing to correct mistakes. This is part of the strategy of taking the heart (*ingratiation*) of the community.

Furthermore, in other news, *"The National Police Chief Asks the Vina Cirebon Case to Be Handled Professionally and Transparently"* (CNN Indonesia, Saturday, June 22, 2024). *"We ask that the case be handled completely, professionally, transparently, because this is a public concern, give a sense of justice."* (Sigit, CNN, June 22, 2024). Meaningfully, the statement of the National Police Chief as a *diminishing strategy* with justification tactics.

Pegi's Pretrial Response

Regarding the pretrial decision of the Bandung District Court, which stated that the arrest of Pegi Setiawan was invalid, actually proved the "carelessness" of the police in this case. This was said by Mahfud MD in a talk show on Rossi (KompasTV on 16 Jul 2024). However, the Director of Criminal Investigation of the National Police, Brigadier General Djuhandani Rahardjo, said: *"This verdict can be used as evaluation material by investigators so as not to repeat similar mistakes. This is of course our joint evaluation, we also look at the evaluations of the existing investigators, how the process is."* This news shows that the National Police is *legowo* for failing to suspect someone. The tactic of *excuse* or understanding what happened is depicted in this news.



National Police Chief General Listyo Sigit Prabowo when explaining that the National Police respected the Judge's decision on the Pretrial submitted by Pegi Setiawan. (Kompas TV)

The impression *of excuse* was also shown by the National Police Chief, General Listyo Sigit Prabowo, in a news entitled **"The National Police Chief Respects the Pretrial Decision that Granted Pegi Setiawan's Lawsuit"** (detik.com, Monday, 08 Jul 2024). "Of course, it will be explored what the content of the decision is, because this is related to the legality of the determination as a suspect and maybe other things, I also don't know what the content is, which will obviously be followed up soon," said the National Police Chief.

The news after the failure to suspect Pegi shows the public that the National Police has not given up on continuing to find other ways so that justice can be realized. That's why the evaluation steps taken are proof of public accountability. The *ingratiation* step is the next tactic of the National Police in handling the Vina case for professional justice. Kabareskrim's statement that will not force someone to become a suspect may be a strategy to maintain public conduciveness. In the context of *secondary crisis response strategies*, the National Police is *bolstering* with *ingratiation tactics*.

Challenges of the National Police

Based on the content studied, the National Police's response to the communication of handling the Vina Cirebon murder crisis illustrates a number of challenges faced. Among them is the pressure of the public and the media. For example, from the news of the search for DPO Pegi Setiawan aka Peron, the Instagram account @HUMASPOLDAJABAR liked 36,062 and this post was commented on by 9,839 people. Public Relations also responded with standards, flatness and preferred words that educate the public, for example presenting data from previous trials. Netizens responded by giving force so that the National Police could arrest him and other comments questioned. For example, "WOWW GO UP AGAIN, THE 2016-2024 CASE IS JUST NOTHING," SAID THE FRHNNNWW ACCOUNT, TO WHICH I RESPONDED BYYY.08 "This is the police sleeping bro, and four answers are the same, and one account stated "again the image of the police is tested," said dewi.tini_ramachandra.

Another challenge is internal coordination. One example that is not synchronized is the statement of the West Java Police regarding the deletion of two DPO names after DPO Pegi Setiawan was arrested. Even though the names of the other two DPOs have been mentioned in the court decision. As a result, the news became confusing and was criticized by Mahfud MD as a "haphazard" case management management. This condition is not conducive to improving the image of the Police institution.

4. Conclusion

Based on the analysis of the content of crisis communication news conducted by the National Police in the perspective of SCCT in the style of Coomb (Coombs, W. T. (2015), it shows that the National Police has carried out crisis communication with a standard pattern pattern which seems to be a habit in the Police in responding to negative news that is suspected of lowering the image of the institution. Of the 23 news analysed, 56.52 percent of the police used the diminish strategy with the tactic of justifying what had been done (justification). A total of 34.70% of the National Police developed a bolstering strategy with ingratiation tactics. As many as 4.34% of the National Police's reports use denial strategies and tactics or reject accusations.

The bolstering strategy and the tactics of taking hearts (ingratiation), for example, can be seen in the response of the National Police Chief who respects the law for failing to suspect DPO Pegi Setiawan. There was one response from the National Police that rejected the fabrication of the Vina case by explaining the facts of the trial. The National Police also carried out a denial strategy with the tactic of attacking the accuser that the other party was the one who engineered the case, not the police.

In general, it can also be concluded that in an effort to maintain the reputation (image) in the eyes of stakeholders, the National Police is very careful in responding to the crisis faced. This may be due to the awareness of the National Police leaders that their steps are monitored by the public. Although the National Police can use other ways by paying buzzers to lead public opinion, for example, it is not done, because it is unethical. It is also realized that the National Police is impossible to fight netizens, so the strategy of "looking for safety" or safety is an option with justification and ingratiation tactics. In other words, the National Police prefers reactive to proactive.

The challenge of crisis communication in the era of social media is actually how to take care of netizens who are difficult to control. It is recommended that the police play a more proactive role in crisis communication through various media, as part of socialization and literacy so that the public who uses social media does not speak arbitrarily that has a bad impact on the understanding of the law or cases.

The findings of this study have a theoretical implication that the SCCT is able to capture the content of crisis communication news, that the Police's steps in handling the Vina murder case are limited to justification and ingratiation. In the era of social media, it is necessary to communicate police crises in a structured manner and various strategies so that the public knows what the police are doing in handling a case. It is recommended that the National Police

organize crisis management systematically so that the handling of cases does not seem reactive but needs to be proactive so that public trust in the Police increases.

Having crisis communication management is certainly more recommended, as has also been recommended by Men-PAN-RB Regulation Number 29 of 2011 concerning General Guidelines for the Management of Crisis Communication in Government Agencies.

This research is still limited, so further research is needed, mainly to describe the overall steps of the National Police to carry out crisis communication management in the Vina case, which is not limited to the content analysis approach from news documentation. Including what needs to be researched, for example, what considerations are chosen by the Public Relations of the National Police before communicating the message to the public.***

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