

## ***DESIGN OF PUBLIC SERVICE ANNOUNCEMENT VIDEO AS A SOCIALIZATION MEDIA ABOUT CALL CENTER SERVICES 110 POLRI***

### ***Abstract***

*Indonesian National Police, used to be known as POLRI is an agency that established by the state to perform public security and services administrative scattered in all regions in Indonesia. In performing its duties, POLRI established various programs to each function in order to achieve optimal results. Among the various programs that have been created and implemented, one of them is a call center services 110 POLRI, which is enabled to serve the public reports quickly in case dealing with emergencies that require the presence of police officers. In addition, this service can also used to efficiently time required by the public in reporting any threatening indications if constrained by distance to reach the police station nearby. Unfortunately, call center services 110 POLRI have still not been effective yet, seeing the public are still passive to take advantages of this service. It's need a re-socialization more effective and precisely to the public target so as to encourage people to become more pro-active in using this service. With the problems as mentioned, the use of interviews, literature, and the questionnaire was conducted to obtain information about the call center services 110 POLRI, as well as a comparison matrix and STP analysis to determine the publications that were appropriate to increase the effectiveness of socialization do. The socialization will be published through a public service announcements video and will be broadcasted on various media support such as the internet, social media, television, and videotron in major cities, which is expected to enhance the effectiveness of socialization to a wide audience and therefore the functionality of call center services 110 POLRI may work as expected.*

***Keywords*** : *POLRI, Call Center, Socialization, Video, Public Service Announcement*