

**POLRESTABES BANDUNG'S COMMUNICATION STRATEGY IN THE
INFORMATION DISSEMINATION ABOUT DRIVER LICENSE (SIM)
KELILING PROGRAM**

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ABSTRACT

The police of Republic of Indonesia besides having a role as a law it also in addition being a community partner. One of them is providing public service. Improved quality of public services is increasingly improved as the needs of the community today. This makes the creation of an innovation in public services, especially in the extension of driving license. Therefore, the SIM Keliling Program is presented as a supporter of SIM extension services. Since 2016 SIM Keliling Polrestabes Bandung has been a device based online system. Polrestabes Bandung became the pioneer of online driving license in West Java. The communication process to provide information about SIM Keliling services is expected to have a positive impact for the community in order to extend the SIM Keliling and not only focus on service at Satpas Polrestabes Bandung. Goal will be achieved if Polrestabes Bandung implement communication strategy by observing the communication process to run effectively supported by communicant, communicator, message content, message context and after effects.

This study aimed to find out how the communication and implementation strategies undertaken by Polrestabes Bandung, especially on the Regident Unit to package the form of information dissemination SIM Keliling Program. This research used qualitative approach with case study method based on constructivism paradigm. The research data was collected by observation, and in-depth interview technique at Regident Unit Polrestabes Bandung. The results of this study indicate that Polrestabes Bandung make communication strategy in the dissemination of information quite well. By going through the steps of the previous planning stage supported by fact finding in the field, then referring to communication strategies supported by communicators, setting targets, composing messages, selecting media and the last is to evaluate.

Word Order: Communication Strategy, Polrestabes Bandung, Public Service, SIM Keliling.