

ABSTRACT

The National Police Agency is one of the largest government owned organizations. The number of police personnel on duty, the need for internal communication media that can facilitate communication between police members. What forms of communication are interwoven in WhatsApp media, message content, language style. Reserchers used descriptive case studies because the cases raised were based on data, explained through research concepts that would serve as units of analysis, asked the informants in form of interviews. The key informant of the study was the Sukaraja Police Chief, unit leaders and police members in Sukaraja Police station, the expert informant in the study was M. Sufyan Abdurrahman, he was an expert informant in the field of social media.

Sukaraja Police Precinct Bogor Police really utilize WhatsApp social media as its internal communication media. In the WhatsApp Polytechnic Sukaraja discussion forum application looks more informal, the language that can be used using sundanese language and the use emojis or images in the forum can be used, fill in the message more in the reports and tasks given, joking to help and use frequently used in the forum WhatsApp discussion.

The use of WhatsApp as a medium of internal communication in Sukaraja Police Station is indeed very helpful, accelerating and facilitating the work of police members, but according to expert informant in this study, it is better to use Telegram as a medium of internal communication within the National Police, because message security is very awake and safe.

Keywords : Organizational Communication, Media Utilization, WhatsApp