

ABSTRACT

Pondok Aren Police is one of the police implementing units under the auspices of the South Tangerang Police which has an important role in maintaining public security and order. In recent years, this area has faced various challenges, including increasing cases of fraud with various increasingly diverse modes. To anticipate this, an effective and adaptive patrol strategy is needed, especially in terms of prevention and early detection of potential crimes. The use of information technology and synergy with the community are the main supporting factors in these prevention efforts. Therefore, an analysis of patrol strategies based on the internal and external environment needs to be carried out in order to formulate the right strategy to improve the performance of the Pondok Aren Police in dealing with the threat of crime, especially the mode of fraud.

This study aims to analyze the strategies carried out by the Satpol Sabhara patrol unit of the Pondok Aren Police in preventing the number of fraud crimes, as well as providing recommendations to increase the effectiveness of patrols and public awareness in creating security in the area.

The phenomenon in this study was explored using a combination method (Mix Method) by utilizing qualitative and quantitative methods in data collection. Primary data sources were obtained through interviews with 4 (four) informants and a weighted questionnaire. Secondary data through books, articles, the internet, internal Polsek data, and previous research.

This study found that the strategy carried out by the Satpol Sabhara patrol unit of the Pondok Aren Police in preventing fraud still needs to be strengthened in terms of strategy and implementation. The results of the IFE and EFE Matrix analysis show that internal conditions are at an average level (score 2.7) and the ability to utilize opportunities and deal with threats well (score 3.1). Based on the IE and SWOT Matrices, five alternative strategies are recommended. The results of the IE matrix analysis show that the position of the Pondok Aren Police is in quadrant II (IFE: 2.7 and EFE: 3.1), which indicates that the organization has great external opportunities and moderate internal strengths, so the right strategy is to grow and build.

With these results, this study also provides a basis for further research to test the effectiveness of the priority strategies that have been set, as well as to develop advanced strategies that are more adaptive to social dynamics and the development of fraud modes. This study suggests that the focus be directed at strengthening patrol strategies based on mapping vulnerable areas, community collaboration, and the use of digital media as a more comprehensive and sustainable fraud prevention effort.

Keywords: *Organizational Performance, Patrol, Fraud Mode, IFE, EFE, IE, SWOT, QSPM.*