



WAVE OF HASHTAGS ON SOCIAL MEDIA: NETIZENS' ACCEPTANCE OF THE HASHTAG #tidakperceyapolisi

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ABSTRACT

This study analyzes the dynamics of netizens' reception of the hashtag #tidakperceyapolisi on social media as a reflection of public sentiment toward the Indonesian National Police (Polri). Using a virtual ethnography approach grounded in a critical paradigm, primary data were collected through observation and documentation on social media and analyzed using Klaus Krippendorff's content analysis to identify communication patterns and key themes. The results reveal a significant gap between Polri's official narratives and public perceptions, with many netizens adopting an oppositional reception position. Major criticisms include evidence manipulation, corruption, and a lack of transparency in case handling, as well as the use of social media by the public as a platform to mobilize opinion and demand reforms. This study recommends that Polri strengthen communication and transparency through social media, implement internal reforms based on accountability, and utilize technologies such as body cameras and monitoring systems to enhance integrity and public trust in law enforcement institutions.

Keywords: Hashtag, Social media, Netizens, #tidakperceyapolisi.

1. INTRODUCTION

A survey conducted by Litbang Kompas and Polri showed that 87.8% of the public were satisfied with the implementation of Polri's duties in law enforcement, maintaining public order, and protecting and serving the community (Hasibuan, 2024). The survey methodology that adopted a mixed and multi-stage approach to select 3,400 respondents from all Polda confirmed the accuracy of the data with a margin of error of 8.22% (Pontoh et al., 2024). Although the level of confidence is high,

the results show that there is still great room for improvement in terms of responsiveness and transparency of public complaints (Honig et al., 2023; O'Regan et al., 2022). The criticism and suggestions conveyed through this survey encouraged Polri to carry out internal reforms, such as increasing HR capacity and integrating technology into the waskat process, which not only supports operational efficiency but also transparency and accountability in public services (Madaki et al., 2024). In the future, Polri is expected to be able to implement technology-based strategies to strengthen the internal supervision system and accelerate the complaint handling process, thereby increasing public trust and satisfaction with the performance of this institution (Tamrin et al., 2024).

In the case study of the shooting involving Aipda R and a student from SMKN 4 Semarang with the initials GRO, there were discrepancies in the chronology and versions of events put forward by various parties. The police stated that the incident occurred during an attempt to break up a brawl, while CCTV footage and family testimony showed that GRO was not involved in the brawl (Fidthy, 2023; Kusuma, 2024). The victim's family, based on video evidence, rejected the police's claim that GRO was involved in the violence or security disturbance that triggered the shooting. Internal investigations and public responses highlighted the challenges faced in managing contradictory perspectives on police actions. The police commission acknowledged that Aipda R acted excessively without a clear direct threat, indicating a potential violation of standard operating procedures. The discrepancy between official claims and visual evidence raises serious questions about the reliability of the initial report and the integrity of the institutional response (Norris, 2022; Thomson et al., 2022). Recommendations for police reform often emerge in discussions about cases like this, highlighting the need for transparency, retraining, and increased internal oversight. The excessive use of force by law enforcement officers underscores the importance of body cameras and public scrutiny in the law enforcement process (St. Louis, 2024). This study explores the implications of these narrative discrepancies and offers insights into the dynamics of power and accountability in contemporary policing practices (Petersen, 2022; van Hulst & Tsoukas, 2023).

According to Bambang Widodo Umar, the image of the National Police is often

tarnished due to acts of corruption and abuse of authority by certain members, which disrupt the integrity and public trust in the institution (Riyadi, 2023). This phenomenon reflects the gap between legal idealism and practice in the field, where the police are often seen as "government tools". This shows the dualism of the police's function: as protectors and servants of the public, but on the other hand, as an extension of power that has the potential to oppress (Miller, 2023). This discrepancy triggers the need for deep reform in the structure and culture of the police to strengthen accountability and improve the quality of service to the community (Sklansky, 2022).

The hashtag wave on social media reflects the dynamics of organized public opinion in conveying criticism or support for certain issues, including law enforcement institutions (Wang et al., 2022). Hashtags as part of people's digital activities are often used to consolidate collective voices, thus becoming an indicator of public perception of certain institutions or policies (La Rocca & Boccia Artieri, 2023). In the context of the National Police, hashtags with critical tones highlight issues such as transparency, accountability, and professionalism of the apparatus. This phenomenon is important to review because it reflects the level of public trust while also being a forum for the public to channel aspirations and criticism through social media (Goyanes & Cañedo, 2024). This literature review will explore how hashtags become part of digital participation in shaping public opinion and their impact on the image of institutions in the era of modern communication.

Before conducting critical comparative analysis, the author collected 1,000 relevant previous studies using the Publish or Perish application. After the data was collected, the author conducted network analysis and density analysis using the VosViewer application, the results are as follows:

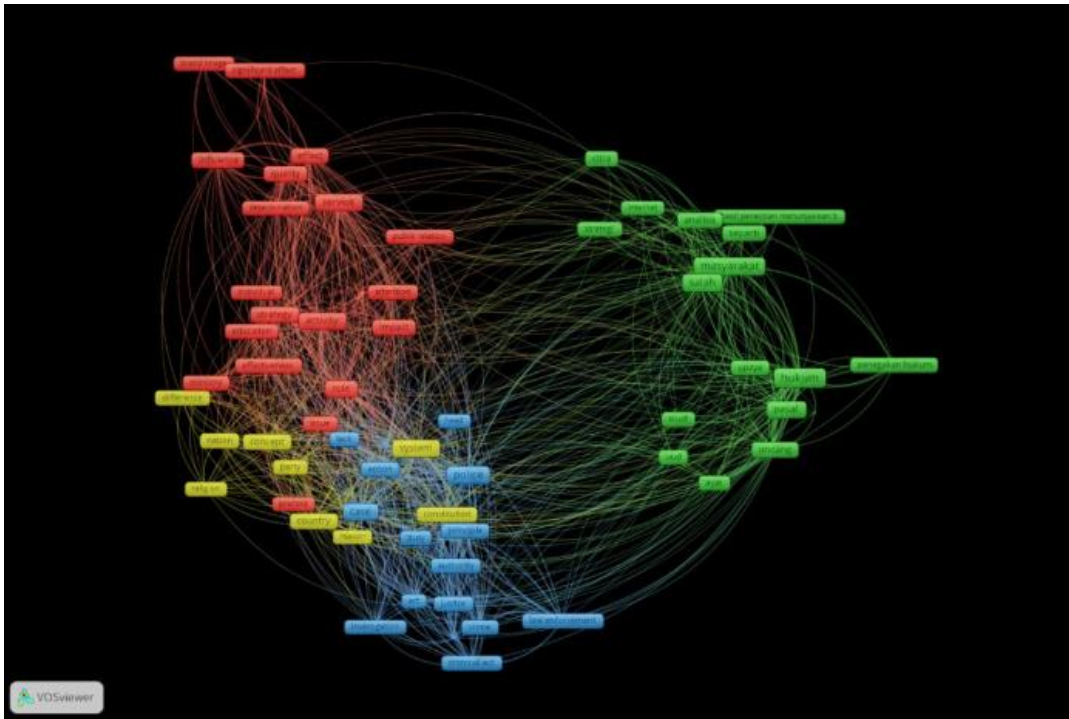


Figure 1. Previous Research Network Analysis

Network analysis of 1,000 previous studies on the image of the Indonesian National Police (Polri) shows that there are multidimensional relationships between various concepts and research topics. In this visualization, several main clusters can be identified based on the proximity of the themes. The red cluster, for example, focuses on the concepts of effectiveness, communication strategies, and the influence of image on service quality and public relations. This shows that previous studies have highlighted the role of strategic communication and the effectiveness of the Polri in building public trust through various service and public relations programs. Meanwhile, the blue cluster seems to focus more on legal aspects, the enforcement of justice, and the role of the Polri in handling criminal acts, with an emphasis on the principle of justice and the implementation of laws.

On the other hand, the green cluster is closely related to public perception of the Polri image, which is often connected to strategic issues, the internet, and social media. This phenomenon illustrates the importance of digital media as a medium for forming public opinion and how the Polri is perceived in a modern context (Rosa, 2022). The relationship between clusters also shows the interdependence between public relations strategies, institutional image, and legal implementation. Thus, this study provides a comprehensive understanding of how internal and external factors

perceptions and one-way communication, while public interaction patterns in more dynamic digital spaces have not been thoroughly explored (Basuki & Purwanto, 2022). Thus, new research that examines public opinion through social media analysis offers a relevant perspective to understand how public opinion is formed collectively and impacts the image of institutions in a digital context. This gap is important to fill in order to provide a more comprehensive understanding of the dynamics of public relations in the technological era. In addition to the analysis above, the author selects several relevant previous studies for comparison, including:

Cobis MYRusadi U's journal that analyzes the Spiral of Silence Theory highlights how mass media influences public perception of the image of the police, often emphasizing majority opinions that support or criticize the police, thus influencing individuals to remain silent or speak up according to the dominant opinion (Cobis & Rusadi, 2023). In contrast to this study, which focuses on how the hashtag #tidakpercayapolisi on social media opens up space for minority voices that may not be represented in traditional media, showing a shift in power dynamics from mass media to social media in shaping public opinion. Both journals explore the influence of media on public perception, but from different angles related to platforms and the dynamics of community participation.

Research on semiotic analysis in the short film "Joni Sok Jagoan" on YouTube uses a semiotic approach to explore the representation of the police image in visual media, especially how narratives and symbols build audience perceptions of the police institution (Putra et al., 2022). The study focuses on the construction of meaning created through audiovisual media and its impact on the audience. In contrast, research on netizens' acceptance of the hashtag #tidakpercayapolisi focuses more on the digital discourse that occurs on social media, with a virtual ethnographic approach and critical paradigm to understand the collective perception of society towards the Polri institution in the context of social media. The significant difference between the two lies in the focus of the media analyzed, visual media in short films versus text-based social media and online interactions, and their methodological approaches. Semiotic research seeks to reveal implicit meanings through symbolic analysis, while studies on hashtags on social media focus more on the dynamics of public communication and discourse patterns that shape collective opinion. Both of these

studies contribute to the understanding of the Polri image, but from different media and context perspectives.

Journal of Polrestabes Medan Communication Patterns to Build a Positive Image Among the Community by Irwanty G. Ritonga EY focuses on the communication approach carried out formally by the police institution to create a positive perception among the community through public relations strategies, socialization, and direct information delivery (Irwanty & Ritonga, 2023). This study examines two-way communication in an institutional context and how Polrestabes Medan responds to local challenges by building good interpersonal relationships with the community. In contrast, research on netizen reception of hashtags critical of the Police on social media offers a more dynamic perspective, highlighting public discourse that emerges spontaneously in the digital space. The virtual ethnography approach used provides advantages in understanding horizontal communication patterns among the community and how collective opinions are formed without direct intervention from institutions. While Irwanty's journal focuses on top-down communication strategies, this new study stands out because it explores grassroots communication patterns (bottom-up) that can reflect the level of public trust more organically and uncontrollably. Thus, this study opens up new opportunities to understand how social media becomes a strategic arena in shaping public perception in the digital era.

Research related to the strategy of the Sumbawa Police Traffic Police in building an image through the Millennial Road Safety Festival program focuses on an institutional communication and education approach that involves direct community participation. The program highlights the proactive efforts of the Police in getting closer to the younger generation through creative and community-based road safety campaigns. In contrast, research that examines the dynamics of netizen perceptions through social media highlights how digital interactions can shape public opinion towards the Police collectively, especially through hashtags that contain criticism (Zhang et al., 2022). This research provides a new perspective that emphasizes the importance of understanding digital space as an arena for public discourse, where public perception is not only influenced by institutional programs, but also by narratives that develop organically on social media. In this context, this

study excels because it explores aspects of netizendigital participation that have not been adequately accommodated in previous studies, especially regarding the role of social media as a catalyst in shaping the image of the Police.

Research on this has emerged due to the urgency of understanding the dynamics and implications of changes in public perception of police institutions in a digital context (Sarli et al., 2023). This phenomenon illustrates how netizens, or net citizens, use hashtags as a form of expression of disappointment and distrust of the police, reflecting the potential of digital-based social movements to influence public opinion and policy formation. This research is vital to identify the factors that influence the acceptance or rejection of the hashtag by the wider community, as well as to measure its impact on the image of the police and public trust in law enforcement institutions.

2. RESEARCH METHODE

This study uses a virtual ethnography approach with a critical paradigm to explore netizens' perceptions of the hashtag #tidakpercayapolisi on social media (Weyant, 2022). The virtual ethnography approach was chosen because of its relevance in studying phenomena that occur in digital space, where social interactions and public discourses take place actively. The critical paradigm is the basis for this study to reveal the dynamics of power, inequality, and injustice that are manifested in public perceptions of the Polri institution through social media. With this approach, the study not only aims to describe the phenomenon, but also to explore the meaning underlying netizens' responses in voicing their distrust of the Polri (Creswell, 2021).

Data collection was carried out through observation and documentation techniques that allowed researchers to obtain primary data in the form of netizen comments collected on social media related to the hashtag. This primary data includes opinions, criticisms, and discourses that develop spontaneously in the digital space. Meanwhile, secondary data was obtained from various supporting sources such as reportage articles, books, and scientific journals that are relevant to the research topic. The combination of primary and secondary data provides a rich analytical framework for understanding netizen perceptions, both in a

broader historical and socio-cultural context. The documentation carried out includes digital archives, screenshots, and references from verified literature.

The data analysis process uses content analysis techniques developed by Klaus Krippendorff (Serafini & Reid, 2023). This approach emphasizes systematic coding of collected content to identify communication patterns, main themes, and the frequency of issues raised by netizens. This analysis technique allows research to provide in-depth interpretation of textual and digital data. Data validity testing is carried out using the triangulation method, where various types of data and sources are compared to increase the validity of the findings. Triangulation is carried out by integrating netizen comment data, reportage articles, and academic literature to verify the accuracy of the findings (Kawar et al., 2024). With a combination of in-depth analysis and strict validity testing, this study is expected to be able to provide a comprehensive picture of netizen perceptions of the Police on social media.

3. RESULT AND DISCUSSION

Netizens React to the #tidakpercayapolisi Phenomenon on Social Media

This sub-chapter discusses the phenomenon of #tidakpercayapolisi on social media, reflecting a broad reaction from netizens towards the police institution. This hashtag has become a symbol of collective criticism and shows how digital platforms facilitate the expression of public views that may not be expressed through traditional media. Through virtual ethnographic analysis, this study explores netizen comments as primary data, and integrates various secondary sources to understand the complexity and dynamics of public opinion related to the image of the police in Indonesia (Lestari et al., 2024).

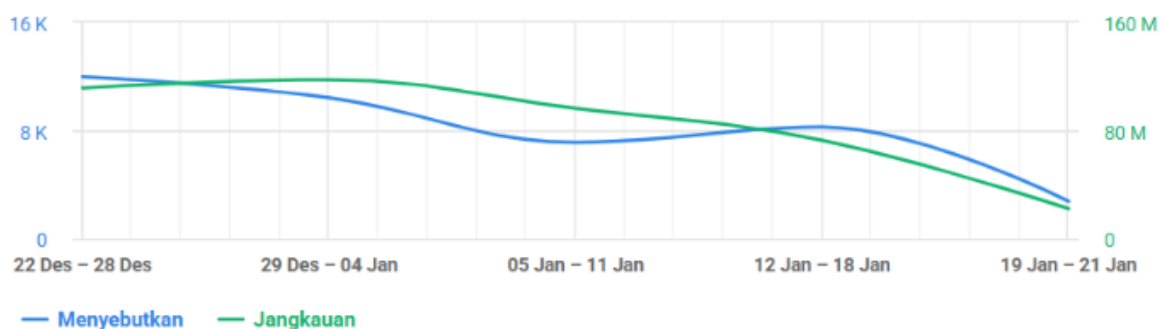


Figure 3. Interest Overtime on #tidakpercayapolisi

The graphs shown show a downward trend in interest in the hashtag #tidakpercayapolri from December 22 to January 21. The number of mentions, represented by the dark green line, and the reach, represented by the blue line, both show significant declines. Both lines start at a high level on December 22 and continue to decline consistently until reaching a much lower value on January 21, indicating a decrease in discussion activity and public attention to issues related to trust in the Police during that period.



Figure 4. Negative Netizen Sentiment

In the provided image, a tweet from a Twitter user named "ilhampid" is seen, expressing dissatisfaction with the police's performance. The tweet includes information about the police's failure to respond to a request for help that ended tragically, citing sources named Agam and ListyoSigitP. The tweet has 171 likes, 1513 retweets, and 835 comments, indicating a significant level of interaction and reflecting widespread negative sentiment towards the police, supported by an influence score of 7/10 and the negative label attached to it.

Further analysis shows that these tweets highlight a larger problem in the police response to emergency situations, which can result in loss of life and public trust. This negative sentiment may stem from public perceptions of the inadequacy of police action in responding to requests for assistance and handling conflict situations in an effective manner (Bennell et al., 2022). Cases like these highlight a crisis of trust between the public and the police institution, which affects the overall image and demands attention and in-depth reform of the police system to restore public trust.



Figure 5. Positive Netizen Sentiment

The image shown comes from a TikTok account named *agasbhabinkamtibm*. This account has 304 followers and its upload has been opened 104,496 times with an influence score of 4/10. In the upload, there is a message saying welcome to the world of discipline, complete with hashtags such as *#polri*, *#polripresisi*, and *#provos*, which indicate a focus on the police institution. This upload received 24 comments, 4093 likes, and 341 shares, indicating high interaction and appreciation from social media users. This positive sentiment can be seen from the use of hashtags and message content that supports discipline and public appreciation of police performance.

This upload reflects the success of the police institution in building a positive image through social media. This is supported by the implementation of a digital-based communication strategy that targets young audiences through platforms such as TikTok (Meliala et al., 2023). The high level of interaction indicates that the message conveyed has succeeded in attracting public attention, possibly due to the relevance of the theme of discipline and strengthening the image of "Polri Precision" which is the vision of this institution's reform. This phenomenon emphasizes the importance of social media as a tool to build public trust while creating a more interactive and inclusive dialogue space (Ritonga et al., 2023).

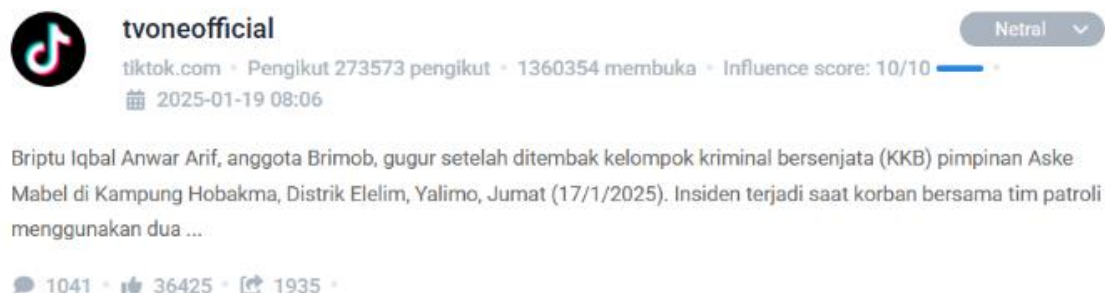


Figure 6. Netizen Neutral Sentiment

The image shown is an upload from the TikTok account *tvoneofficial*, which has 273,573 followers and its upload has been viewed 1,360,354 times with an influence score of 10/10. This upload reports the incident of the death of Briptu Iqbal Anwar Arif, a member of Brimob, due to shooting by an armed criminal group (KKB) led by Aske Mabel in Hobakma Village, Elelim District, Yalimo, on Friday, January 17, 2025. The upload recorded 1041 comments, 36,425 likes, and 1935 shares. Neutral sentiment emerged because this upload contains factual information about a tragic event without any indication of emotional opinion, either support or criticism, from the presentation of the news.

This upload reflects the role of the media in conveying actual information related to security dynamics in Indonesia, especially regarding the threats faced by law enforcement officers in conflict areas (Fadhilah Putri, 2023). Neutral sentiment in this context reflects the position of the media which seeks to maintain objectivity in reporting. This phenomenon shows that netizens tend to respond to tragic news with empathy or concern, but without excessive escalation of opinion. This also emphasizes the importance of the media as a bridge for accurate information to increase public awareness of the complexity of the tasks and risks faced by security forces in certain areas.

Netizen Sentiment Towards Police Performance on Social Media

Netizen sentiment towards the performance of the National Police on social media is a phenomenon that reflects the dynamics of interaction between the public and law enforcement institutions in the digital era (Luo, 2022). Social media has become the main platform for the public to openly express opinions, criticisms, and support for various issues, including the performance of the National Police in carrying out its duties (Saputra, 2023). The sentiment that arises can be influenced by various factors, such as the policies taken, transparency in law enforcement, and the National Police's response to viral issues. This study aims to analyze the pattern of netizen sentiment, both positive and negative, and its implications for public perception of the National Police institution.



Figure 7. Sentiment Chart

The image above shows an analysis of netizen sentiment towards the performance of the National Police on social media, with sentiment divided into two main categories: positive (green) and negative (red). Based on the graph, there is a dominance of negative sentiment compared to positive sentiment. This indicates that the majority of public opinion or responses towards the National Police on social media tend to be critical or less supportive. This significant negative sentiment may reflect public dissatisfaction with the performance of the National Police in handling certain issues, such as transparency, professionalism, or response to cases of public concern.

On the other hand, although the percentage of positive sentiment is smaller, its existence shows that there is still public appreciation or support for the Polri's efforts in certain aspects. This positive sentiment most likely arises from the Polri's success in handling certain cases, public service initiatives, or the success of effective public communication. This graph underlines the importance for the Polri to conduct a comprehensive evaluation of issues that trigger negative sentiment, as well as improve communication strategies and transparency to build a better image in the eyes of the public. Further analysis is needed to identify the specific factors that drive each type of sentiment. Some of the phenomena that occur on social media are as tabulated below:

Table 1. The Phenomenon of Netizens' Distrust of the Police on Social Media

No	Phenomenon	Description
1	Police Rejection of Critical Reports	The police have been criticized for frequently dismissing critical reports from the public without adequate investigation, raising serious questions about the fairness and integrity of the institution.
2	Systematic Corruption in the Police	Corruption incidents involving members of the National Police indicate that there are systematic problems in internal practices that reduce public trust in this institution.
3	Evidential Manipulation in Investigation	Murder cases and other serious crimes are often reported to have experienced manipulation of evidence by certain police officers, tainting the fair legal process.
4	Peaceful Resolution For Serious Cases	The National Police's decision to resolve serious criminal cases through peaceful mediation raises concerns about the effectiveness and fairness of law enforcement.
5	Socio-Economic Discrimination in Case Handling	The Indonesian police sometimes show bias in handling cases based on the social or economic status of the reporter or suspect, leading to perceptions of discrimination.
6	Non-Responsiveness to Public Complaints	Lack of adequate response to public complaints is common, indicating problems in institutional accountability and responsibility.
7	Low Transparency in High Profile Cases	In major cases that attract public attention, the National Police often fail to provide transparent information, reinforcing distrust of the institution.

Source: Author's Observations and Analysis (2024)

The phenomenon of public distrust of the Indonesian police institution has received significant attention in recent years, especially in relation to the handling of reports and cases by the Police. The criticism that often arises is related to the rejection of critical reports by the Police. Many reports from the public containing criticism or revealing criminal acts are often rejected or not followed up with adequate investigations. This raises serious questions about the fairness and integrity of the institution, and creates the impression that the police are unresponsive to the needs and complaints of the public.

The issue of systematic corruption within the Indonesian National Police has also become a major focus that affects public perception of the police. Corruption incidents involving police officers often reflect broader problems in internal police practices (Hauk et al., 2022). This corruption reduces public trust and damages the image of the police as fair and objective law enforcers. Repeated corruption indicates a failure to implement transparent and responsible practices.

Manipulation of evidence in investigations adds complications to the problems of policing (Kiemle-Gabbay et al., 2023). Murder cases and other serious crimes are often reported to have experienced manipulation of evidence by police officers. Such practices tarnish the legal process that should be fair and destroy the basic principles of justice. This manipulation not only harms victims and their families but also damages the integrity of the legal system.

There are concerns about peaceful resolution for serious cases that are often taken as a way out by the Police. The decision to resolve serious criminal cases through peaceful mediation often raises questions about the effectiveness and fairness of law enforcement. This practice can be seen as a way to avoid a stricter legal process, which in turn can reduce the sense of justice for victims.

Discrimination based on social or economic status in handling cases has also been noted as a serious problem (Lu et al., 2022). The police sometimes show bias in handling cases, where individuals from certain social or economic strata may receive different treatment. This phenomenon not only shows injustice but also undermines the principle of equality before the law.

Regarding non-responsiveness to public complaints, it often happens that public complaints do not receive an adequate response from the police (Nuraini et al.,

2024). This indicates problems in the accountability and responsibility of the institution. The lack of effective response to public complaints often creates frustration and distrust in the law enforcement system.

The low transparency in handling high-profile cases often leaves the public wondering about what is really happening behind the scenes (Su, 2022). The Indonesian National Police often fails to provide transparent information regarding major cases that attract public attention. This situation reinforces distrust of the police and undermines public expectations of the institution that is supposed to protect and serve them. This distrust is a major obstacle in the effort to build an effective and respected law enforcement system in Indonesia.

Discussion

In the context of public distrust of the Police, the hashtag #tidakpercayapolisi on social media has become an important arena for understanding the dynamics of audience reception, as in the theory developed by Stuart Hall (Wigh et al., 2022). This theory, which distinguishes three reading positions: dominant, negotiating, and oppositional, provides a relevant framework for analyzing how the public receives and responds to messages conveyed by the police through various incidents and reports.

From a dominant position, the public should accept the police message as the absolute truth. However, in many of the cases presented, the public response tends to adopt an oppositional position, where they actively oppose the official version conveyed by the Police. This is clearly seen in the shooting cases of Aipda R and the GRO students, where the families and eyewitnesses have different narratives that contradict the official police claims.

Social media, with its fast dynamics and open nature, facilitates public discourse that allows this oppositional position not only to exist but also to develop (Ichsan et al., 2023). The hashtag #tidakpercayapolisi has become a symbol of digital resistance that shows dissatisfaction with the handling of the case by the Police. This highlights the gap between the image that the police institution wants to build and the public perception formed based on their interactions with the police in the field.

The use of audience reception theory here is also important to understand how different narratives are interpreted by diverse audiences (Schmälzle & Huskey, 2023). For example, despite Polri's efforts to improve its image through various reforms and increased transparency, there is still a large segment of the public who receives this message in an oppositional code, questioning the motives and effectiveness of the announced reforms.

This phenomenon is also reinforced by cases of evidential manipulation in investigations, where the public becomes increasingly skeptical of the truth conveyed by the police. Here, Hall's theory helps us understand that when audiences feel there is a discrepancy between what they experience and what is reported, they tend to adopt an oppositional, more critical reading.

In addition, cases such as systematic corruption and abuse of power strengthen this oppositional position, influencing how institutional messages are received by the public (Ndhlovu & Santos, 2022). This reflects the dynamics of power in audience reception, where trust broken by scandals or abuse by police officers leads to the formation of stronger oppositional narratives.

In contrast, a negotiated position occurs when the public accepts part of the official message but with some adjustments based on their experiences or beliefs. This may be seen in situations where the public acknowledges some positive aspects of the police but remains critical of others. This response suggests that not all interactions with the police are viewed negatively, and that there is room for dialogue and improvement. The cases of peaceful resolution of serious cases and non-responsiveness to public complaints also carry serious implications in the context of reception theory. Here, the public may choose not only to reject the official narrative altogether but also to press for real changes in the way the police respond to criticism and reports from the public.

The existence and role of social media as the main communication tool in disseminating and receiving information related to the police cannot be ignored (Fielding, 2023). Social media strengthens the public's capacity to express oppositional or negotiating reception positions, providing a platform for them to construct and disseminate alternative narratives that may not find a place in traditional media.

The novelty of this study lies in the application of Stuart Hall's audience reception theory to understand the dynamics of digital interactions between the public and the Indonesian National Police in the unique Indonesian context. In particular, this study highlights how netizens use the hashtag #tidakpercayapolisi as a form of oppositional expression against the official narrative conveyed by the police, marking a significant shift from traditional communication media to digital platforms in shaping public opinion. By combining virtual ethnographic analysis and critical paradigms, this study not only identifies and interprets communication patterns that emerge on social media but also provides new insights into how netizens actualize their agency in broader public discourses. It reveals the complexity of the relationship between public trust and institutional legitimacy in the digital era, making an important contribution to the literature on police communication and power dynamics in the contemporary information society.

4. CONCLUSION

The conclusion of this study indicates that although public trust in the Indonesian National Police remains high, as reflected in the Litbang Kompas survey, the hashtag #tidakpercayapolisi on social media reveals a significant gap between public perceptions and the police's official narratives. This interactional dynamic, examined through Stuart Hall's audience reception theory, highlights that many netizens adopt oppositional or negotiated readings, reflecting dissatisfaction with certain aspects of the Indonesian National Police's operations and actions. These findings are crucial for understanding how the Indonesian National Police's image is perceived in the digital era and how online interactions can shape or transform public perceptions of policing.

Based on these findings, it is recommended that the Indonesian National Police strengthen their public communication and transparency efforts in order to build and sustain trust. This can be achieved by enhancing the use of social media as a tool for constructive dialogue rather than merely a platform for information dissemination. The police should also be more responsive to public feedback expressed through social media by acknowledging critical input and addressing it through concrete and measurable actions. Implementing inclusive and transparent communication

strategies, alongside internal reforms such as improved accountability and training, will be key to improving public image and strengthening police effectiveness in serving society. In addition, strengthening internal and external oversight systems including the use of body cameras and stricter audit mechanisms will help maintain operational integrity and public trust.

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