

The Use Of volunteer Smartphone Application (VSP) As A Distributor Of Information Among People With Perak RMP

Mohdhafizal Bin Harun¹, Mohdhairuddin Bin Che Hamid², Anuar Bin Kassim³
(Students of Master Program in Management, Sultan Azlan Shah University, Kuala Kangsar, Perak, Malaysia)
Corresponding Author: MohdHafizal Bin Harun

ABSTRACT: *The development of communication has opened a new chapter in human relationships and led to changes in communication. Appropriate communication will affect the implementation of information dissemination tasks in achieving organizational goals. In this regard, this study focuses on the application of the Volunteer Smartphone Application (VSP) as a medium to distribute information faster and faster between the community and RMP. Prior to this, RMP introduced the Friends of Copssystem which used hotline and SMS systems to RMP but VSP was enhanced as a user-friendly application in the distribution of information*

KEY WORD: *Volunteer Smartphone (VSP) Application, Friends of Cops, Strategy Communication Change, Information Transmission, RMP*

Date of Submission: 15-12-2018

Date of acceptance: 31-12-2018

I. INTRODUCTION

The Royal Malaysia Police (RMP) consisted of 113,336 officers and members. This membership reflects the diversity of assignments undertaken by RMP, from the General Tasks who carry out the traditional task of policing and always side by side with the people, to the General Operations Force conducting 'non-regulatory' tasks such as the prevention of illegal immigrant entry and war against the rise of terrorism communist one. In implementing the trust and responsibility of the people, the RMP was assisted by support groups consisting of Supplementary Police, Police Volunteers, Auxiliary Police, Police Cadets and civil servants. This group plays an important role in determining the country's security and well-being. Vision of RMP as a leader to keep Malaysia safe, secure and prosperous. Meanwhile, the Mission of the RMP provides professional and quality services in protecting the country to ensure the community, safe, secure and prosperous. (Corporate), 2016.

II. FRIENDS OF COPS

Friends of Cops is a high-impact program that demonstrates the community's willingness to cooperate with the police in order to prevent and combat crime. Since its launch in 2005, it has received encouraging response and through several channels, people can share information and interact in bilateral with RMP. The idea of COP's COP inspired by police awareness is a complementary element to a peaceful and harmonious society. Friends of Cops means a Police Partner, where COP stands for the word 'copper' which means catch or hold (Anglo-Saxon). There is also a theory that states that COP stands for 'Constable on Patrol' which was used in England as early as 1846. Today, COP calls referred to policemen are used around the world as it is easier and concise called. Intermediate medium Friends of Copsto bridge the gap between police and society. It takes a simple and practical concept to realize a strong ties with the public through a clear, simpler, more integrated and organized approach. Friends of Cops program is a 'Community Oriented Policing' and 'Smart Partnership'. The approach adopted by promoting the involvement of the public, especially those involved with community organizations, including government and private agencies to be the eyes and ears of the police while promoting bilateral interactions between the two parties through established channels. (Corporate), 2016)

Figure 1 :Friends of CopsLogo



Source by RMP PERAK

III. VOLUNTEER SMARTPHONE PATROL (VSP)

Time circulation has demanded Communication Change in RMP through Friends of Copsto the use of Volunteer Smartphone Patrol (VSP) which is more user-friendly. Volunteer Smartphone Patrol or better known as VSP is a new initiative by the Royal Malaysian Police (RMP) which was introduced on May 19, 2016 during the National Blue Ocean Strategy Conference (NBOS) in the Prime Minister's Department, Putrajaya, Malaysia in creating collaborative and strategic collaboration to prevent common crime the local community as the eyes and ears of the police. According to Tan Sri Khalid, A.B (2016), in the past, the public can report crimes via RMP hotline and SMS (SMS) services but through the VSP, communities can now channel complaints / information with multimedia elements such as pictures, videos and GPS coordinates incident location. The Malaysian government has appointed RMP as an implementing agency while the Crime Prevention and Community Security Department (JPJJK) was appointed as an Initiative Owner.

Studies proving crime prevention requires a comprehensive mechanism and continuous momentum, to curb and prevent crime. Through this approach, RMP can educate and educate the community on the role they play, as well as preventive measures that can be implemented in the fight against crime. The effectiveness of this crime prevention program can realize the needs of the community to live in a safe and secure environment and to control the level of 'fear of crime' among the community. (Corporate), 2016).

The 'Community-Oriented Policing' concept is highlighted by the RMP leadership to be applied and adapted as a driver in order to achieve maximum safety sustainability through community engagement. Through Community-Oriented Policing the community can help together RMP in fighting and preventing crime. Effectiveness in implementing this concept has also been applied by police departments in foreign countries such as 'Neighborhood Watch' in Australia, 'Base Team Policing' in Canada, 'Koban' system in Japan, Community Development and Order System in Indonesia, and 'Neighborhood Police Force' Singapore. (Corporate), 2016)

The need to create cooperation between the community and RMP is very important because national security and public order are able to influence Malaysia's political and economic climate. Countries that are free from any form of security threats can increase investor confidence and ensure political stability. This should not be achieved if there is no involvement of the community in safeguarding national security and public order. (Corporate), 2016)

IV. FUNCTIONS OF VOLUNTEER SMARTPHONE PATROL (VSP)

In line with the current technological change, RMP is also not missed by the use of new technologies to ensure service systems and delivery to the community more effectively. In addition to the existing PDRM hotline and SMS service (32728) under the Cop Partner initiative, now the public can channel complaints / information equipped with multimedia elements such as photos, videos and GPS location coordinates via VSP mobile app. This system was developed through the collaboration of the Malaysian Administrative Modernization and Management Planning Unit (MAMPU) with DAPAT Vista (M) Sdn Bhd, and was published through the GAMMA portal. NorhalidKimi (2017)

Figure 2:
Collaboration Of The Malaysian Administrative Modernization And Management Planning Unit (MAMPU) With DAPAT Vista (M) SdnBhd, And Was Published Through The GAMMA Portal.



Sources by RMP PERAK, NBQS, MAMPU & DAPAT

Figure 3: Volunteer Smartphone Application



Sources by RMP PERAK, NBQS, MAMPU & DAPAT

V. ADVANTAGES OF VOLUNTEER SMARTPHONE PATROL (VSP)

Here are the Volunteer Smartphone Patrol (VSP) functions in helping the community as follows. Datuk Azri Ahmad (2017) :-

i. Faster and Fast Delivery Information

The use of VSP is able to provide benefits to the RMP to receive information from the community faster and hotter. Indirectly RMP is able to act early as a precautionary measure. Can provide civic education and awareness to the public in various aspects of security such as preventing and combating crime. It can instill a sense of responsibility to co-exist against crime in society.

i. Use of Internet Data

In the past, the use of the Community Cops system was forced to use telephone credit to channel information including pictures. This indirectly causes the effort to distribute information will be limited even if you have only phone credit. But with the VSP, people need only have internet data to transmit information, pictures or videos without being charged as service charges. Datuk Sun Teoh Tia (2017)

ii. Identity of the Names Secret

During the use of the Friends of Copssystem the registered individual name can be tracked through the phone number of use even with the samara name. However after the existence of VSP the use can use the samara name and it is not necessary to disclose identity to ensure the safety of the complainant.

iii. Strengthening Community Relations With RMP

The community is free to comment on efforts to improve the quality of service and delivery of RMP. This is indirectly the RMP can improve any weaknesses or shortcomings in providing the best service to the community. This will further strengthen the friendly relationship between police and the community and increase public confidence in the police.

ii. User Friendly VSP App

In the era of technological change, phone use also plays an important role in channeling information. The VSP application only needs to be uploaded in the App Store or Google Store system more quickly. Compared to Partner Cop you need to register before you can use the service. Viewed VSP app is very easy and easy to manage better.

iii. Village Return Report

To inform the movement of the home residents to facilitate the police to patrol and monitor from time to time to avoid any unexpected events.

iv. The Entire Malaysia Contingent Police Headquarters Address And Telephone Number

Application of VSP's appraisal can help the public to get a list of important numbers in case of any problems. To make it easier for people to get information and services it also comes with the convenience of Google Map. (Corporate), 2016)

Figure 4: How to Download VSP Applications



Figure 1: Use of this VSP Application can be downloaded via mobile phone by using App Store or Play Store

Source by RMP PERAK

Figure 5: New VSP Member Registration Guide



Figure 2: VSP's new member registration guide by entering the samara name so pressing the list button.

Source by RMP PERAK

Figure 6: How to Send VSP Complaints



Figure 3: The process of sending VSP complaints that is channeled by the community only with select state, complaint / information entry, current coordinate effect, effect of coordinate location and finally information sent to facilitate PDRM to take further action

Source by RMP PERAK

IV. CONCLUSION

Overall, the author fully supports the use of the Volunteer Smartphone Patrol (VSP) application in line with the change in communication technology in time passage. Previously, the community has been exposed with the Friends of Copssystem which uses RMP hotline and SMS service (32728) for any information distribution between the community and RMP. But seeing the community today capable of owning a mobile smartphone, the VSP application has gained a place in the community because of the faster distribution of information and facilitates the RMP to take action fast. The community was also called upon to help the RMP fight and prevent crime in Malaysia.

BIBLIOGRAPHY

- [1]. (Corporat), U. S. (2016, Jun 1). *Portal Rasmi Polis Diraja Malaysia*. Retrieved from Portal Rasmi Polis Diraja Malaysia: <http://rmp.gov.my/infor-korporate/polis-diraja-malaysia>
- [2]. NorhalidKimi (2017, Aug 15)Assistant Director of the Revenue and Crime Prevention Department (RTD) RMP Bukit Aman<http://ww1.kosmo.com.my/kosmo/content>
- [3]. Tan Sri Khalid Abu Bakar,(2016, March 18)InspektorGeneral Polis RMP Bukit Aman.<https://www.hmetro.com.my>
- [4]. DatukAzri Ahmad (2017), Deputy Chief Police Offier, RMP Pahang. <http://www.utusan.com.my/berita/wilayah/pahang/aplikasi-vsp-banteras-jenayah>
- [5]. Datuk Sun Teoh Tia (2017, March 24) Principal Assistant Director for Data / Analysis of the Department of Crime Prevention and Safety of Bukit AmanCommunit, RMP Bukit Aman.<https://www.mstar.com.my/lokal/semasa/2017/03/24/amaran-jenayah-telefon-pintar>

MohdHafizal Bin Harun"The Use Of volunteer Smartphone Application (VSP) As A Distributor Of Information Among People With Perak RMP "International Journal of Business and Management Invention (IJBMI) , vol. 07, no. 12, 2018, pp 40-44