

## Community Policing Influence Change Communication Strategies to Pdrm

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**ABSTRACT:** Community Policing is a bridge that enables community and law enforcement agencies especially in PDRM to communicate, collaborate and work together to build safer, more caring community (Mohammad Mujaheed Hassan, 2017). Community Policing has led to a strategy of communication change especially between police and the community (community). This change of strategy has brought a lot of impact to the Police and the community, especially to the internal police system itself. Community Policing introduced by PDRM has been introduced into the Community Prevention and Security Department (JPJKK) at the Contingency level and subsequently at the district level. For PDRM, Community Policing has greatly assisted PDRM in enhancing service capabilities, particularly in reducing crime as a two-way communication system between the police and the community (the community) benefits both parties. (PDRM, 2018)

**KEY WORD:** Community Policing, PDRM, Communication Change Strategy

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### I. INTRODUCTION

A brief history of PDRM was introduced in the country on 25 March 1807, when a Police Force was established in Penang after the British enforced the Charter of Justice (Reduan, 2004). PDRM as a major enforcement institution in the country of 211 years old, of course, especially in communication strategies affecting the delivery of PDRM services.

The history of the policing system is divided into three historical eras, namely the political era, the era of reform and the era of the community. The political era began in 1957 to 1967 where the policing system was practiced in the form of traditional or "Traditional Oriented Policing" with the motto "Ready to Serve". The reform era began in 1967 until 1999, where the problem solving approach was "Problem Solving Oriented Policing" with the "Fast and True" organization culture value which later changed to "Friendly, Fast and True". The community era began in 2000 until now, which implemented community-oriented policing by cultivating the value of the organization "Strict, Fair and Prudent". (Loganathan, 2012).

Various methods were introduced in PDRM to enhance their capabilities in particular to improve communication strategies. Among the methods introduced are Community Policing. A brief summary of the definition of Community Policing from (Peel, 2018) mention 'the police are the public and the public are the police'. In addition, (Hassan, 2007) define Community Policing, "I believe the police and public have to work together to prevent crime. A smart partnership will enable police to know the problems face by the public, share with them our strategies and get feedback from the implementation".

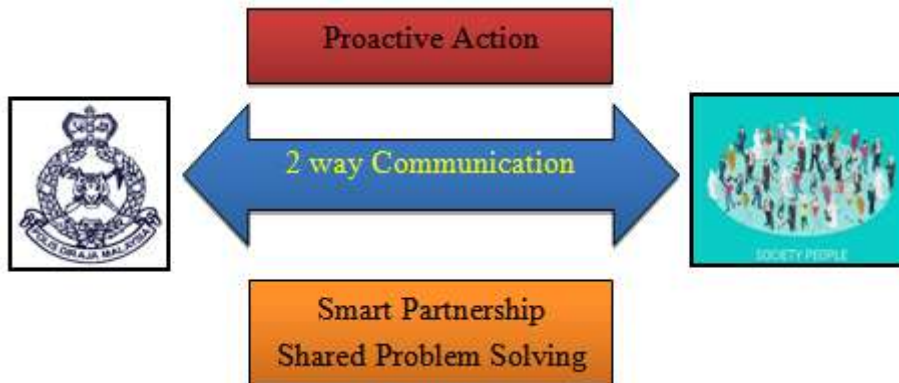
### II. CHANGE COMMUNICATION STRATEGIES

Communication processes are important to the success of a change program. Change communication is intended to convey information about the intended change, why the change is necessary, and how it is to be achieved. Communication, by influencing the understanding of people involved, is a key element in building commitment (Ian Palmer, 2017).

PDRM has been through many phases of change, including the change of communication strategy. Before being explained about the strategy of communication change, it should be explained between the factors that led to the change in PDRM (Mohammad Mujaheed Hassan, 2017). Among them are as follows:

- i. Current policing is less effective in combating crime.
- ii. Need a more proactive approach than reactive.
- iii. Recognize community engagement as important.
- iv. Return responsibility to the community.
- v. There is a change in society

Figure 1: Colaboration PDRM with Community



Source: PDRM Perak JPJJK Briefing

### III. COMMUNITY POLICING PDRM RELATION WITH COMMUNICATION STRATEGIES

Generally, the various means of communication between the police and society are used in terms of time and circumstances. Before the 2000s, police were known for traditional policing using less effective means of communication such as community and police cooperation gaps, rigid information distribution procedures, inconvenient procedures and self-regulatory policies (Umavathi Ramayah, 2009).

In general, community policing relates to interaction relationships (how to communicate in various ways) with the community. The implementation of this concept has led to various opinions and definitions. It serves to bring a more effective approach to achieving the ultimate goal of the police; maintaining public order and enforcing the law (Harian, 2014).

The concept of Community Policing is emphasized to be applied and adapted as a driver in order to achieve maximum safety sustainability through community involvement. Through community policing communities can work together with the Police in drafting strategies, policies and implementing preventative programs (Hussin, 2014).

Community Policing is a noble effort involving cooperation between police and the public in combating crime more effectively and efficiently. It is a PDRM strategy in bringing people closer to helping to control crime. It is also an alternative to being the eyes and ears of the police in distributing information (means of communicating) about dubious activities in the environment. With this, there will be awareness among the public to co-operate with the police to prevent crime through smart partnership. The purpose of this is to create a mutual understanding, trust and responsibility between the police and the community in the prevention of crime in the local community through an effective approach (Song, 2017).

### IV. COMMUNITY POLICING :IMPLEMENTATION PRACTICES

Community Policing concept has long been implemented such as 'Salleh System', Cop Friend, C4I, Neighborhood Surveillance Scheme, Police Cadet, Student Volunteer Corps (KOR SUKSIS) and Police Volunteers (SPDRM). But the implementation of "Community-Oriented Policing" needs to be expanded by involving cooperation from NGOs, Merchant / Manufacturing Associations, Banks, Residents' Associations and other government agencies that can assist in the implementation of grassroots prevention aspects. (Hussin, 2014).

### V. COMMUNITY POLICING : MISSION

According to Song District Police in its official facebook page (Song, 2017) lists some community policing missions as follows:

- i. Giving awareness on the need for shared responsibility between the community and the police by reducing and denying opportunities for crime to occur.
- ii. Hear and resolve public complaints against police.
- iii. Provides advice protection to the public and police officers in need for the sake of creating a balance of laws and society.
- iv. Encourage people to practice Theory of 'Broken Window'. The public will always help and provide criminal information to the police.
- v. Encourage and build an honest and healthy relationship between police and the community.
- vi. Close engagement and cooperation with other government agencies such as the Ministry of Education for example in the fight against crime.
- vii. Provide awareness of crime prevention to civil society through community prevention programs.

## **VI. COMMUNITY POLICING : STRATEGY AND APPROACH**

Among the strategies and approaches adopted in Community Policing (Song, 2017) are as follows:

- i. Visit with residents of residential areas or longhouse areas.
- ii. Conducting criminal prevention talks and dialogues with the community.
- iii. Visiting and conducting crime prevention lectures in schools.
- iv. Conducting religious programs between police and the community as well as delivering a lecture on crime prevention.
- v. Hold 'Greet and Greet' and 'Stop and Talk' programs, 'High Profile Policing' in retailers, markets, shophouses and so on.
- vi. Launches a mobile Ops' Umbrella in the public area to hold a community policing program.
- vii. Conduct regular meetings between PDRM and other government agencies in co-operation, conduct and discuss community policing matters.

**Figure 2 : Sample Activities Community Policing PDRM**



*Source: PDRM Official Facebook*

## **VII. CONCLUSION**

Overall, community policing greatly influences the change of communication to PDRM, especially bilateral communication between PDRM and the local community. Steady and solid communication requires commitment between the two parties. If only one party, of course, goals and goals will not be achieved. The relationship between these two aspects / elements is of great benefit to both parties with the same purpose of enjoying life in peace. Community Policing should be designed on a regular basis, implemented consistently to ensure the goal and direction of community policing can run smoothly and provide benefits.

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