



International Journal Pedagogy of Social Studies

Journal homepage: <http://ejournal.upi.edu/index.php/pips/index>

International Journal
Pedagogy of Social Studies

The Influence of Anti-Gratification Social Media Campaign on The Image of Sukabumi City Police

Maura Mourench, Hudi Santoso*

IPB University, Bogor, Indonesia

Correspondence: E-mail: mauramrnch05@gmail.com

ABSTRACT

Social media is one of the means and ways to provide good education to the public, especially anti-gratification by displaying a positive image easily and quickly by using Instagram social media. This study aims to determine the relationship between anti-gratification social media campaigns and the positive image of the Sukabumi City Police. This research method uses a quantitative approach with correlation. The sample used was 100 respondents. Data analysis used the Spearman rank correlation test. The results of the study showed that there was a significant relationship between anti-gratification social media campaigns and a positive image (sig. value $0.000 < 0.05$). The study concludes that there is a significant relationship between anti-gratification social media campaigns and a positive image.

© 2025 IJPOSS

ARTICLE INFO

Article History:

Submitted/Received 1 May 2025

First Revised 15 May 2025

Accepted 20 May 2025

First Available online 10 Jun 2025

Publication Date 15 Jun 2025

Keyword:

Anti-Gratification;

Social Media Campaign;

The Image of Sukabumi City Police;

The Influence.

1. INTRODUCTION

The Corruption Eradication Commission (KPK) received 15,516 reports of gratification in the 2020-2024 period with a reported value of IDR 88.39 billion. After going through a review and analysis process, 5,815 of the reports have been determined by the Corruption Eradication Commission (KPK) to be state property with a value of IDR 21.03 billion. The data is based on the performance achievement report of the Corruption Eradication Commission (KPK) until December 16, 2024. According to (Fadli, Rully and Santoso, 2024), Politicians from the House of Representatives (DPR), regional heads, law enforcers, executive officials, and businessmen have been the targets of the Corruption Eradication Commission (KPK)'s sting operations.

Gratification can be interpreted broadly, such as giving money, goods, discounts, commissions, interest-free loans, travel tickets, accommodation facilities, tours, free medical treatment, and other facilities. (Laksono, 2023) explain that gratification or bribery is used as an opportunity or way to make things easier with shortcuts. (Izzadine and Kurdian, 2023) argues that giving something to someone for their benefit and misuse, then, it can be said to be a gratification that can be misused by a certain individual.

The police are a state institution that guards and protects the community throughout Indonesia. The role of the police in corruption cases is very important, this is because the police are the spearhead in law enforcement, whose task is to investigate and investigate all criminal acts under the law. With the development and diversity of the dynamics of life in the social, economic, and political fields, the police have become a frightening figure not because they have weapons, but because the actions taken by the police often make the community restless, ranging from bribery to other repressive actions. (Setiawan, 2024) gave an example of a bribery case that occurred among traffic police on the pretext of stopping other drivers with a "peace" signal for a certain amount of money so as not to be ticketed, so that sometimes there are acts of individuals who worry the community on the pretext of law enforcement.

Other challenges faced by the Police are acts of violence or discrimination in corruption cases within the institution, other challenges related to technological developments, and increasingly complex crimes. Based on these cases, it affects the way the public views the image of the police. The public's view of the performance of the Police is assessed positively and negatively; the good or bad image of the Police depends on the public's attitude, whether they are apathetic, reactive, critical, or satisfied with the performance of the police so far.

Cultivating a good image of the Police in the eyes of the public, the need for campaign actions that provide education to the public is that the actions taken by the Police are an effort to raise public awareness of the importance of law enforcement, following the legislation. Quoted from (Alfaza and Utari, 2024). A positive police image is very important because it has a broad impact on police duties, and the relationship between the police and the community increases public support for the police, Public support is very important in the success of police duties. Law enforcers who cannot be ignored, if ignored will fail to achieve the expected law enforcement.

The campaign aims to increase awareness and knowledge of the target audience, (target audiences) so that it can foster a positive perception or opinion towards an activity of an institution or organization (corporate activities) to be created. (Salam, Nawi and Rahman, 2022) expressed the need for trust and a good image from the community through intensive message achievement with a communication process and a certain period that is ongoing. The campaign can provide good information continuously, as well as public understanding and motivation towards a particular activity or program through a continuous and planned communication process and technique to achieve positive publicity and image.

Based on the background above, the researcher is interested in studying "The Influence of Anti-Gratification Social Media Campaign on the Image of the Sukabumi City Resort Police" through a social media campaign by the Sukabumi City Resort Police's social media. This study is expected to help increase public awareness of the education of gratification that often occurs. This study focuses on Instagram social media, which is expected to educate the public with anti-gratification content so that a positive stigma or trend develops from the public and fosters good trust in the Police, especially the Sukabumi City Resort Police.

2. METHOD

The research method used in this study is quantitative correlation. Quantitative correlation research was chosen by researchers to determine the relationship or correlation between social media campaign variables and positive image. The research results will show the extent of the relationship between these variables. According to (Waruwu, 2024), correlational research is a type of research with problem characteristics in the form of a correlational relationship between two or more variables.

The data that will be collected with this research questionnaire will be processed to identify the existence or absence of a correlation between social media campaign variables and positive image. Identification of the data will measure the strength of the relationship or correlation created between the social media campaign variables and a positive image. The data that has been taken will be interpreted to determine the direction of the relationship between the social media campaign variables and positive image. According to (Zain and Dwivayani, 2024) through this research method will emphasize data interpretation in determining the level of relationship obtained and also be used to prove the hypothesis.

1. Correlation Prerequisite Test

a. Normality Test

According to Agustin and Nuraeni (2025), Normality testing is needed in statistical analysis to ensure that the data has a normal distribution, which is one of the basic assumptions in parametric correlation testing. Normal distribution data is explained by Siregar (2023) as one of the requirements for calculating the basis for statistical analysis of decision making, namely:

- a. If the sig. Value is more than 0.05 (>0.05), then the data is declared to be normally distributed.

b. If the sig. Value is less than 0.05 (<0.05), then the data is stated as not normally distributed.

2. Linearity Test

The linearity test explained by Siregar (2023) is used to determine whether the form of the relationship between the independent variable and the dependent variable is linear or not. The basis for making the decision is:

- a. If the sig. Deviation from linearity value is more than 0.05 (>0.05), then there is a linear relationship between the two variables.
- b. If the sig. Deviation from linearity value is less than 0.05 (<0.05), then there is no linear relationship between the two variables.

3. Correlation Test

There are two stages of testing, namely the Pearson rank correlation test and the Spearman rank correlation test. In the person rank correlation test, the data normality test and the linearity test are the main prerequisites in parametric analysis where the data to be analyzed parametrically must be normally distributed as well as the linearity test, the data must be linear, so the normality test uses the Kolmogorov Smirnov test rank, which is a general or general test.

Spearman rank test, before testing, the researcher first carries out a normality test and a linearity test to determine whether the distribution of the two variables is normal or not, linear or not. If both conditions have abnormal and non-linear test values, then the correlation test carried out is the Spearman rank correlation test (non-parametric analysis).

3. RESULTS AND DISCUSSION

1. Correlation Prerequisite Test Results

a. Normality Test

The normality test is a prerequisite test carried out to determine whether the data is normally distributed or not. This test uses the Kolmogorov-Smirnov normality test with the decision-making criteria if sig. > 0.05, then it is declared normal; conversely, if sig. If < 0.05, then it is declared not normally distributed Siregar (2023).

Table 1. Normality Test Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test	
Signifikansi (p)	Sig.
0,002	0.05

Based on Table 1, seen from the significance results (p) of the sedentary variable, namely 0.002 < 0.05, the social media campaign data with a positive image is not normally distributed.

b. Linearity Test

The linearity test is carried out to determine the relationship between independent variables and dependent variables of data, whose results are linear or not Siregar (2023). The criteria for making decisions on the results of the analysis are if the significance. deviation from linearity value > 0.05, then there is a relationship; conversely, if the sig.

deviation from linearity value < 0.05 , then the relationship between the two variables is not linear. The results of the linearity test are as follows:

Tabel 2. Linierity Test Anova Table

ANOVA Table	
<i>Deviation Of Linearity</i>	<i>Sig.</i>
0,000	0.05

Based on Table 2 above, it shows that the deviation of the linearity value is 0.000, meaning $0.000 < 0.05$, indicating that the two variables between X and Y do not have a linear relationship.

c. Rank Spearman Test

After conducting a normality test and a linearity test, the results of the normality test not normally distributed, and the linearity test showed no linear relationship between the two variables. If one of the prerequisite tests is not normally distributed, then the parametric test cannot be used, so to measure the correlation test using a non-parametric correlation test using the Spearman rank correlation (Waruwu, 2024). For the results of the hypothesis testing test is as follows:

Tabel 3. Correlation Rank Sperman Test

		Social Media Campaign	Positive Image
Spearman's rho	Social Media Campaign	Correlation Coefficient	1.000
		<i>sig.(2-tailed)</i>	.665
		N	100
	Positive Image	Correlation Coefficient	.665
		<i>sig.(2-tailed)</i>	1.000
		N	.000

The basis for decision making in this Spearman rank test is. If the sig. value < 0.05 , then it is correlated; conversely, if the significance. value > 0.05 , then it is not correlated. Based on the results of Table 3, it can be seen that the significance value of the two variables is 0.000, so the two variables are correlated. This means, sig. (2-tailed) $0.000 < 0.05$. To determine the strength of the relationship (correlation coefficient) is determined (Waruwu, 2024):

- 0.00-0.25 then the correlation relationship is very weak.
- 0.26-0.50 the correlation relationship is sufficient.
- 0.51-0.75 the correlation relationship is strong.
- 0.76-0.99 the correlation relationship is very strong.
- 1.00 the correlation relationship is perfect.

Based on the results of the analysis in table 3, it states that there is a relationship, $0.665 > 0.05$. This means that there is a significant relationship between the social media

campaign variable and a positive image. When viewed from the correlation coefficient figure of 0.665, the correlation relationship is strong. Thus, it can be interpreted that there is a significant relationship between social media campaigns and a positive image.

Based on the results of the Spearman rank correlation test, the relationship between social media campaigns and positive images has a sig. Value of $0.000 < 0.05$. So, there is a significant relationship between social media campaigns and positive images. When viewed from the correlation coefficient value of 0.665. Then, the value of the strength of the relationship between social media campaigns and positive images shows a strong relationship.

From the above test results, it is concluded that the social media campaign has a very large influence on building a positive image of the Sukabumi City Police. The advancement of digital interactive media brings a new communication structure, thus providing opportunities to shape performance in a more strategic direction (Dwiyanti et al, 2023). In addition to the development of communication technology, news and information can now be easily distributed via the internet, especially social media.

The ability of social media to maintain awareness of a party with its active role in using social media to show a positive image easily and quickly (Negara, 2024). (Qadir and Ramli, 2024) states that social media is a medium on the internet that allows users to represent themselves, interact, collaborate, share, communicate with other users, and form social bonds virtually. The three main components in social media include; information infrastructure and tools used to produce and distribute media content; media content that can be in the form of personal messages, news, ideas, and cultural products in digital format; and individuals, organizations, and industries that produce and consume the content (Al Halbusi et al, 2024).

Social media has very important benefits, such as providing features and facilities that can be used by someone to communicate, discuss, make new friends, and gain popularity on social media (Al Halbusi et al, 2024). Examples of social media that are often used and are visible to the naked eye for these benefits are Facebook, Instagram, Twitter, and YouTube. Social media is a tool or medium for finding and disseminating information. Human life today is never separated from the internet, smartphones, and social media that present various information with wide reach or access. Information is one of the needs of humans in all fields, so with the existence of social media with all its characteristics that make it easier for humans to obtain information, social media is very useful in human life.

Digital campaigns are known to be effective because their distribution only takes a short time and minimal costs. (Shafa, 2025) stated that this activity can reach a wider public, even on a global scale. Digital campaign design is needed to achieve its goals. Digital campaigns in the digital era like this are the key to building public relations, with public relations that are less able to build, strengthen, and maintain a good image in the digital environment in particular (Pamungkas and Zebua, 2025).

Digital campaigns themselves have a series of actions or strategies using the internet, web, and social media to achieve certain goals, such as campaigns, product promotions, or creating active interactions with online audiences (Dwiyanti et al, 2023). In addition, consistency in providing services to audiences also provides good support for fostering a positive image.

Based on the research results, the anti-gratification campaign on the Sukabumi City Police Instagram social media has had a very positive impact on society. Gratification itself is either received domestically or abroad and is carried out using electronic means or without electronic means. Gratification control is also clarified in the Regulation of the Head of the Republic of Indonesia National Police Number 6 of 2020 concerning Gratification Control within the Republic of Indonesia National Police that Gratification Control is an activity to ensure that gifts received by civil servants at the Police are not criminal acts that are considered bribes (Smethurst, Barbereau and Nilsson, 2023). Social campaigns are part of strategic communication that aims to change attitudes, behavior, and public awareness of a particular social issue. With social media campaigns, at least the public has public awareness, public education, and behavior modification (Negara, 2024).

Self-image on social media can be formed by uploading several posts, either photos containing information needed by social media users (Qadir and Ramli, 2024). The image itself is the result of an evaluation by social media users based on the results of user perceptions and understanding of the content presented (Irawan and Yanto, 2024). Image is an impression, feeling, public self-image of a company or organization, an impression that is deliberately created from a subject, person, or organization (Sebyar, 2024).

Thus, building an image in this digital era is not easy, by presenting educational information to Instagram users, giving a good impression to users, providing appropriate content intake, and increasing the positive image of the media used. The distribution of gratification queue content to the community is a form of Polres' sympathy for the community by providing education through social media (Syahfitri and Ramdani, 2024).

The existence and function of the police in society are determined by the demands of the needs of the community concerned for police services. The function of the police is to maintain security and order in society, which is expected to be achieved by achieving the goals to be achieved, and to ensure that individuals, society, and the state, which are the main elements in the productivity process, are not harmed. According to (Supit, Lau and Cheng, 2023), the ideal police figure throughout the world is a police that fits the community. The implementation of the above principle, society expects a police force that fits the community, which changes from an antagonistic police to a protagonist police (open to the dynamics of change in society) or one that fits the community. The community's expectations of the police are that a police figure fits or is appropriate for the community, and this cannot be determined by the police themselves.

According to (Negara, 2024), the Indonesian National Police in implementing its policing, can reflect a modern and democratic civil police. To understand this concept, holistic or systemic thinking is needed. In short, a modern and democratic civil police can be interpreted as a police force whose duty is to realize and maintain the security and sense of security of the community. Its officers are oriented towards efforts to improve the quality of life of the community through proactive policing, problem-solving, prioritizing prevention, and being humanistic (Fajar, 2024).

4. CONCLUSION

Based on the results of the study, it can be concluded that there is a significant relationship between the anti-gratification social media campaign and the positive public image of the Sukabumi City Resort Police. The strong correlation found indicates that social media serves as an effective platform for building and enhancing institutional reputation, particularly in educating the public about anti-gratification efforts. Through engaging, consistent, and accessible content, the campaign has successfully communicated the police force's commitment to transparency, integrity, and public service. This not only fosters greater trust between the police and the community but also reinforces the importance of ethical behavior within public institutions. Furthermore, the success of the campaign highlights the growing influence of digital communication in shaping public perception and encouraging civic awareness.

The ability of social media to reach a wide and diverse audience allows messages of accountability and good governance to be amplified more effectively than traditional outreach methods. By leveraging various platforms such as Instagram, Twitter, and Facebook, the Sukabumi City Resort Police have created a more relatable and approachable image, particularly among younger demographics. This strategic use of digital platforms illustrates a progressive shift in public sector communication, where openness and engagement play a central role in fostering long-term public confidence.

5. REFERENCES

- Agustin, C., and Nuraeni, Y. (2025). Pengaruh terpaan media akun instagram@humaspajakjakarta dan pemenuhan kebutuhan informasi terhadap kepuasan followers. *Jurnal Ilmu Komunikasi*, 15(1), 20-34.
- Al Halbusi, H., Alhaidan, H., Abdelfattah, F., Ramayah, T., and Cheah, J. H. (2024). Exploring social media adoption in small and medium enterprises in Iraq: pivotal role of social media network capability and customer involvement. *Technology Analysis and Strategic Management*, 36(9), 2052-2069.
- Alfaza, I. H., and Utari, P. (2024). Kultivasi citra kepolisian di media sosial. *Jurnal Komunikasi Massa*, 17(1), 81-91.
- Dwiyanti, U., Auli, M., Cahyanto, H., and Safaruddin, S. (2023). Pemanfaatan media sosial sebagai strategi membangun citra pada divisi humas PT. Semen Baturaja Tbk. *Jurnal Komunikasi dan Budaya*, 4(1), 11-25.
- Fadli, Y., Rully, W. B. P and Santoso, H. (2024). Anti-Corruption activism on social media: Public voices against the weakening of the corruption eradication committee (KPK) in the Joko Widodo era. *International Journal of Multidisciplinary Research and Analysis*, 7(08), 3827-3840.
- Fajar, M. (2024). Examining the concept of gratification in the Qur'an: Gone theory analysis of bribery, gifts, and official integrity. *Asyahid Journal of Islamic and Quranic Studies (AJIQS)*, 6(2), 1-14.

- Irawan, T., and Yanto, Y. (2024). Analysis of the impact and dynamics of gratification in the practice of state administrative law. *Jurnal Ilmu Hukum Tambun Bungai*, 9(1), 440-449.
- Izzadine, A., and Kurdian, N. K. (2023). Korelasi antara hadis larangan risywah dan hadiyat al-'ummal dengan undang-undang negara republik indonesia terkait pelarangan suap menyuap dan gratifikasi dalam menjaga stabilitas ekonomi negara. *AL-ATSAR: Jurnal Ilmu Hadits*, 1(2), 72-92.
- Laksono, P. (2023). Risalah teori-teori komunikasi massa. *Al-Tsiqoh: Jurnal Ekonomi Dan Dakwah Islam*, 8(1), 1-12.
- Negara, L. G. P. (2024). E-Policing dan implikasi kebijakan pengelolaan keamanan publik. *Jurnal Syntax Admiration*, 5(12), 5764-5771.
- Pamungkas, D., and Zebua, W. D. A. (2025). Pengaruh pesan kampanye#mandirineoperational2030 di instagram terhadap citra perusahaan bank mandiri mandiri. *Saber: Jurnal Teknik Informatika, Sains Dan Ilmu Komunikasi*, 3(2), 117-129.
- Qadir, A., and Ramli, M. (2024). Media sosial (definisi, sejarah dan jenis-jenisnya). *Al-Furqan: Jurnal Agama, Sosial, dan Budaya*, 3(6), 2713-2724.
- Salam, A., Nawir, S., and Rahman, S. (2022). Fungsi badan pengawas pemilihan umum sidenrenggrappang bersama masyarakat sipil dalam pencegahan praktik politik uang pada pilkada tahun 2018. *Journal of Lex Generalis (JLG)*, 3(5), 993-1008.
- Sebyar, M. H. (2024). Anti-gratification frameworks in state islamic religious college: strategies for building a competitive civilization. *NUSANTARA: Journal Of Law Studies*, 3(02), 8-31.
- Setiawan, M. R. (2024). The role of palembang city satpo peran humas satpol pp kota palembang di media sosial (instagram) untuk membangun citra yang baik. *Journal Of Social And Political Science*, 1(2), 36-43.
- Shafa, A., and Lageni, I. B. (2025). Pengaruh pesan kampanye#adaapadisini terhadap citra kemenparekraf: survei pada followers akun instagram@kemenparekraf.ri. *Bridge: Jurnal Publikasi Sistem Informasi dan Telekomunikasi*, 3(1), 53-63.
- Siregar, T. (2023). Stages of research and development model research and development (R&D). *DIROSAT: Journal of Education, Social Sciences and Humanities*, 1(4), 142-158.
- Smethurst, R., Barbereau, T., and Nilsson, J. (2023). The metaverse's thirtieth anniversary: from a science-fictional concept to the "connect wallet" prompt. *Philosophy and Technology*, 36(3), 51-60.
- Supit, A., Lau, B., and Cheng, P. (2023). Tolerance to gratification as a proxy for corruption: Comparison between Indonesia and Hong Kong. *Integritas: Jurnal Antikorupsi*, 9(2), 147-156.

- Syahfitri, V. N. S. V. N., and Ramdani, D. F. (2024). Edukasi pengendalian anti gratifikasi di kantor pelayanan pajak pratama Bandung Bojonagara. *Setia Mengabdikan: Jurnal Pengabdian kepada Masyarakat*, 5(1), 31-36.
- Waruwu, M. (2024). Metode penelitian dan pengembangan (R&D): konsep, jenis, tahapan dan kelebihan. *Jurnal Ilmiah Profesi Pendidikan*, 9(2), 1220-1230.
- Zain, A. A., and Dwivayani, K. D. (2024). Penggunaan instagram pada generasi z sebagai media komunikasi dalam membangun personal branding ilustrator@indahoei. *Jurnal Indonesia: Manajemen Informatika dan Komunikasi*, 5(1), 359-372.