

## **ABSTRAK**

Penelitian ini di latar belakangi oleh kejahatan jalanan yang masih terus ada di Kabupaten Sleman dan tak dapat diprediksi kapan akan menghilang. Penelitian ini membahas mengenai program kehumasan Polres Sleman dalam menangani kasus kejahatan jalanan di Kabupaten Sleman. Subyek dari penelitian ini adalah Divisi Hubungan Masyarakat dan Divisi Pembinaan Masyarakat selaku divisi yang melaksanakan kehumasan di Polres Sleman. Jenis penelitian ini adalah metode kualitatif dengan pendekatan kualitatif dan metode analisis pada penelitian ini menggunakan metode analisis studi kasus.

Hasil penelitian ini menyatakan bahwa program kehumasan untuk menangani kasus kejahatan jalanan yang dilakukan oleh Divisi Hubungan Masyarakat dan Divisi Pembinaan Masyarakat tidak cukup efektif. Hal tersebut terlihat dari kasus kejahatan jalanan masih terus terjadi, meskipun program yang dilakukan tidak cukup efektif, namun Divisi Hubungan Masyarakat dan Divisi Pembinaan Masyarakat terus menjalankan program sebagai upaya penanganan kasus kejahatan jalanan. Program yang dilakukan Divisi Hubungan Masyarakat berupa melakukan *press conference*, publikasi dan memberikan himbauan melalui media sosial. Sementara itu, program yang dilakukan Divisi Pembinaan Masyarakat berupa memberikan sosialisasi ke sekolah dan masyarakat, pembinaan kepada pelaku dan orang tua, himbauan melalui media dan secara langsung, dan operasi malam atau patroli di malam hari.

Kata Kunci: Program, Kehumasan, Divisi Humas, Divisi Pembinaan Masyarakat, Polres Sleman, Kejahatan Jalanan.

## **ABSTRACT**

*This research is based on the background of street crime which still exists in Sleman Regency and it cannot be predicted when it will disappear. This study discusses the PR program of the Sleman Police in handling street crime cases in Sleman Regency. The subjects of this study are the Public Relations Division and the Community Development Division as the division that carries out public relations at the Sleman Police. This type of research is a qualitative method with a qualitative approach and the method of analysis in this study uses a case study analysis method.*

*The results of this study state that the public relations program to handle street crime cases committed by the Public Relations Division and the Community Development Division is not effective enough. This can be seen from the street crime cases that continue to occur, even though the program implemented is not quite effective, the Public Relations Division and the Community Development Division continue to run the program as an effort to handle street crime cases. Programs carried out by the Public Relations Division include conducting press conferences, publications and providing appeals through social media. Meanwhile, the programs carried out by the Community Development Division include providing outreach to schools and communities, coaching to perpetrators and parents, appeals through the media and in person, and night operations or night patrols.*

*Key Words:* Program, Public Relations, Public Relations Division, Community Development Division, Sleman Police, Street Crime.