

IMPLEMENTATION OF ISLAMIC COMMUNICATION PRINCIPLES IN MAKING ONLINE POLICE RECORD CERTIFICATE THROUGH SUPER APPS PRECISION APPLICATION IN NORTH SUMATRA

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Article history: received 09 January 2023; revised 18 February 2023; accepted 28 March 2023

DOI:<https://doi.org/10.33751/jhss.v7i1.8791>

Abstract. This study aims to implement the principles of Islamic communication and public service communication implemented by the North Sumatra Regional Police (Polda) in making Police Record Certificate (SKCK) through the Super Apps Presisi application and describe the community's assessment of the Super Apps Presisi application related to services in making Police Record Certificate (SKCK) at the North Sumatra Regional Police. Qualitative method with descriptive approach is the method used in this study. The informant in this study was SKCK Service Personnel. Data were collected using interviews and documentation studies. In specific findings, it can be seen that the application of Islamic communication principles carried out by the North Sumatra Regional Police (Polda) in making Police Record Certificate (SKCK) through the Precision Super Apps application at the North Sumatra Regional Police (Polda) is in accordance with the principles of Islamic communication because the interaction that is established is in harmony with Islamic law and contains noble moral values.

Keywords: implementation of islamic communication; police record certificate; super apps precision application

I. INTRODUCTION

Public services held in Indonesia are services carried out by all government institutions under the authority of the Central Government, Regional Government, and City Government. If we look at the contents of the Preamble to the 1945 Constitution in the 4th paragraph [1]. So there are several things that can be understood that the State of Indonesia has a goal in establishing an independent state, namely to advance the welfare of the community and educate the life of the nation and state. Public service is an effort carried out by an organization that has a bureaucracy with the aim of providing assistance to the community. Services provided to a person, certain groups and/ or society will usually produce a product that can be in the form of goods and or services. The implementation of public services is based on regulations contained in Law Number 25 of 2009 concerning Public Services. In the Law, it has been explained that public service is a series of activities that have the aim of being able to meet the needs related to services in accordance with the rules and regulations intended by all citizens and residents for goods and services and services that are administrative and have been provided by the organizers of public services [2]. Law Number 2 of 2002 has mandated the National Police of the Republic of Indonesia (Polri) as one of the state institutions in the form of public administration which has a function as a State Government in the field of maintaining public security and order, law enforcement, providing protection, protection and services to the community [3]. Now reforms in the national bureaucracy have been running and in

the implementation of these reforms have the aim of improving the performance of state institutions towards good governance, clean and free from Corruption, Collusion, and Nepotism (KKN).

The application of public services using digitalization is a public service by implementing applications as intermediaries connected using the internet network. The North Sumatra Regional Police (Polda Sumut) as one of the spearheads in law enforcement must continue to innovate based on ICT so that there is an improvement in its services to the community and in accordance with what has been instructed by the President of the Republic of Indonesia in implementing digitalization in all public services in Indonesia. Based on research conducted by Nafitaningrum & Astuti, it can be seen that in 2019 there were a number of complaints to the Indonesian Ombudsman as many as 7,903 and these complaints were dominated by local government agencies, police and ministries. Complaints addressed to the Police are ranked second in relation to public services (protection, protection, administrative and administrative). Based on public complaints to the Indonesian Ombudsman, the North Sumatra Regional Police tried to improve public services to minimize the negative image that had been formed in the community towards law enforcement agencies, namely the Police Agency [4]. From several administrative activities in making STNK, SIM, BPKB, and SKCK, it turns out that the administrative services of SKCK are considered unsatisfactory by the community. This was stated by Sukmana that due to the high public demand for SKCK, it caused long queues at several police stations until there were

indications of violations in the process of the public service. Violations that occur include: 1) requests for money for legality sheets in managing requirements up to folder financing; 2) the officer asks for KK and KTP legalized by the Dukcapil officer so that there is no certainty in the service time; 3) SKCK payment is not accompanied by a receipt as a receipt from the police officer; 4) there is no certainty of the SKCK that has been requested when it will be issued [5].

North Sumatra Regional Police has a commitment to support the policy of the Chief of Police in transforming towards the Precision Police (Predictive, Responsibility, and Transparency of Justice). In support of the national project implemented by the government, the North Sumatra Regional Police has 5 priority programs. These programs include: handling safe and comfortable public areas, narcotics of common enemies, accelerating the handling of government priority programs, strengthening the internal development system and peaceful elections. Making SKCK online is a manifestation of the implementation of the Chief of Police Regulation No. 18 of 2014 concerning procedures for issuing SKCK by filling out forms manually and registering online. In 2016 the innovation of making SKCK online has begun to be initiated which was then distributed and became a trial in February 2017 at several police stations, after which it was applied to all levels of the Police in Indonesia and including North Sumatra Province. With the online SKCK creation, it is hoped that it can make it easier and can shorten the applicant's time / public in taking care of the document.

Islam is a guideline in human life because it has provided various guidelines or instructions on all human communication activities. Therefore, guidelines or instructions in Islam should be principles that can be used as guidelines in carrying out various activities. The implementation of public service communication carried out by the North Sumatra Police related to making SKCK online can be carried out using a religious approach because this approach will produce spirit when the North Sumatra Police carry out public service communication. Hendra referenced that in the Qur'an we effectively find substantial instances of how Allah generally speaks with His workers through disclosure. In addition, Allah granted the Messenger of Allah permission to redact His revelation through matan hadith in order to prevent misunderstandings when reading these verses. The two hadiths are Qouliyah (words), Fi'iliyah (deeds), Taqrir (endorsement) of the Courier, then combined with the introduction of exegetes so through their hands gathered different books of tafsir [6]. Sinaulan claims that Rasulullah SAW's hadith contains communication ethics principles. show us how to convey For instance, first, qulil haqqa thoughkana murran (get out whatever is valid regardless of whether it is harsh). Second, falyakul khairan au liyasmut (say in the event that it's valid, in the event that you can't, stay silent). Third, laa takul qabla tafakkur (don't talk prior to thinking first). Fourth, the Prophet suggested talking sympathetic, as described by Ibn Abi Dunya, "Determine what is great about your companion who is absent at the gathering, particularly the things you like about your companion as your companion passes your generosity on to

when that is no joke." Fifth, then the Prophet SAW. advised, "In fact, Allah loathes people those who turn facts upside down with their tongues like a cow chewing grass with its tongue." The message of the Prophet is that we should communicate in accordance with the things we see, hear, and experience. [7].

The Qur'an also uses the terms iqra' (reading), balighu (conveying), bassir (pronouncing), qull (saying), yaduna (calling), tawassu (message), saalu (asking), and asma'u (listening) to describe communication activities. Meanwhile, experts believe that the term "communication"—also called "communication" in English—comes from the Latin word "communicatio", which comes from the Latin word "communis", which means "equal." "Sama" here refers to "similarity of meaning", which is in line with the progress of Western science. Since communication will continue as long as there is a common meaning of what is said or communicated, this similarity of meaning concerns something, which is being communicated [8]. The fundamental capability of government is to offer types of assistance, coordinate turn of events, and manage and deal with its kin by making harmony and request that safeguards and thrives them. There are dimensions to the delivery of public services; Therefore, implementation strategies cannot be based solely on one aspect, such as economic or political factors, when they are discussed and implemented. To cover additional aspects, such as sociocultural factors, geographical conditions, and legal factors (laws and regulations), the approach must be integrated [9]. The paradigm of public service policy in the era of regional autonomy based on Law Number 32 of 2004 concerning Regional Government, is within the framework of realizing good governance. Public services include the implementation of public goods and public regulation. Public Good, related to the provision of infrastructure, goods and services, including basic or core services (core public services) which are the main duties and functions of the central government/regional government. Meanwhile, public regulation relates to the establishment of laws and policies within the framework of creating peace and order. As stipulated by Law No. 25 of 2009, Article 1, what is implied by open help is an action or series of exercises with regards to satisfying assistance needs as per legal guidelines for each resident and inhabitant for merchandise, administrations, and additionally authoritative administrations offered by open support suppliers [9].

If you want to communicate well, a communicator must be aware that: (1) actual communication will never take place, unless there are audiences who want to see or hear what we convey; (2) We do not only communicate solely through a series of words, but also through our entire appearance (the physical appearance of the building, the appearance of officers, the appearance of the media, and so on); (3) Communicate to audiences in their experience, if you want them to pay attention; (4) If the communication process encounters difficulties, it is a sign that our strategy is wrong, not the audience's thinking is wrong; (5) And if in the end we fail in the communication process, it is not just the words that must be corrected, but all the thoughts or considerations

behind these words; (6) Before starting to communicate, we must know exactly what the audience expects from the communication process; (7) Our communication will be more effective if it involves the audience's values and aspirations; (8) If we state contrary to the beliefs, aspirations, and motivations of the audience, it is almost certain that our communication will fail completely; and (9) What is the problem is not what is in our minds, but what is accepted and absorbed by the public [10]

Yunaeti & Irviani stated that Information is a message that has been managed in such a way that it has benefits for those who receive it and can also make it easier for someone to make a decision when under certain conditions. In daily activities information becomes an important thing in the life of a community, but the information needed by each community will be different according to its needs. Belkin in Yusup states that information needs occur in a situation that arises due to a gap in a person between the knowledge he has and what he needs, so that someone will try to find information to meet his needs [11]. In conveying messages, humans have different communication styles. Communication style is a window to understand how a person's personality in the frame of social life. Communication style can affect one's relationship in both career and personal social life. It can also affect one's emotional well-being and allow one to work on aspects that could be seen as negative or positive. One that plays a big role in a person's image is the ability to speak and the skill of a person to communicate broadly. This expertise will help a person develop faster in a career than the existing diplomas and graduation certificates. Most successful people are people who are flexible and flexible in conversation and good at communicating, both with people at lower levels as well as with their superiors. Sometimes, the content of the communication takes precedence over the manner in which it is delivered. How should it not be? Despite the fact that many people comprehend the content, the communication message does not reach others or is not received by them due to the message's inability to be communicated. As a result, the communication style becomes crucial in this instance as a factor that can influence personal branding [12].

II. RESEARCH METHODS

The type of research used in this study is qualitative research. It is said to be qualitative research because of the established procedure, the procedure in question is a research procedure that will produce descriptive data [13]. Descriptive data are speech, writing and observable behavior of the subject itself [14]. The results of the data in this study will focus on questions in descriptive form, will not examine a hypothesis, and will not correlate a particular variable. A qualitative research approach is determined based on considerations with the possibility that the data will be obtained in the field later in the form of facts which of course require in-depth analysis, a qualitative approach will search until the data obtained is more in-depth by involving researchers while in the field. The main instrument in this

research is the researcher itself because the researcher will collect data that is directly related to the object. Research [15]. In this qualitative research, the presence of the researcher at the research location is important because the researcher will be directly involved in conducting interviews and observing the objects and subjects in the research. The purpose of this study is to describe the principles of Islamic communication applied by the North Sumatra Police in carrying out public service communications through the Our Police application [16]. Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Data collection in the study was carried out in natural settings [17]. The systematic search for and compilation of data from field notes and interviews is known as data analysis. Furthermore, documentation by coordinating information into classes, separating it into units, orchestrating, organizing into designs, picking what is significant and what will be realized, and reaching determinations so it is handily figured out without help from anyone else and others. According to Creswell, the author used data analysis in this study [18].

III. RESULTS AND DISCUSSION

The North Sumatra Regional Police or North Sumatra Police is the main implementing unit of the Indonesian territory in the North Sumatra Province. The North Sumatra Regional Police domiciled in Medan City is a Polda that has a type A classification, so that a Regional Police Chief who leads is a high-ranking National Police officer with the rank of Inspector General of Police and represented by a middle officer with the rank of Police Brigadier General. The North Sumatra Regional Police is a direct extension of the National Police Headquarters in carrying out the duties of the Indonesian police in level 1 regions such as provinces that have the main task of maintaining security and order, enforcing the law, providing protection, protection and services to the community in all jurisdictions throughout North Sumatra Province which has a total area of 72,981.23 km² and consists of 8 cities and 25 agencies.

The Police Record Certificate (SKCK) was formerly called the Certificate of Good Behavior (SKKB). There are several reasons why SKCK is needed, the first and most frequent reason is to apply for a job. Some time ago I made SKCK for the first time. And the place of management I chose at the North Sumatra Regional Police which is on Jalan Sisingamangaraja KM 10.5 Medan. The management takes half a day, in other words, within one day the SKCK has been issued. Based on PP number 60 of 2016 concerning Non-Tax State Revenue (NBP), the tariff / cost of making SKCK is Rp 30,000,- SKCK Service Operating Hours Monday-Thursday : 08.00 to 15.00 WIB / Break : 12.00 to 13.00 WIB, Friday : 08.30 to 15.30 WIB / Break : 12.00 to 13.30 WIB. Currently, SKCK management can also be done online. But the final process still has to go to the office for its issuance. This only shortens the queue time later. This is a mechanic in managing SKCK Online

Please download the Superapps application first via Playstore (For Android phones) or through the Appstore (For Apple phones)

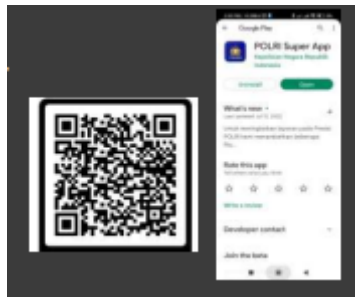


Figure 1. For Android



Figure 2. For Iphone

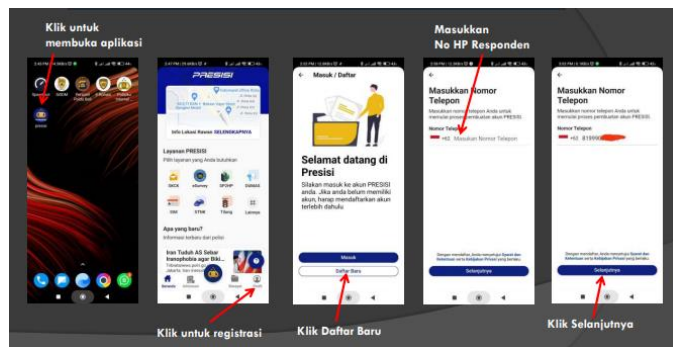


Figure 3. How to register superapps application on respondent's cellphone

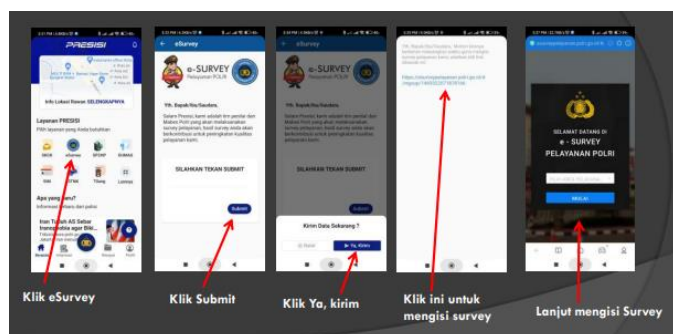


Figure 4. How to input a survey with the super apps application on the respondent's cellphone

The validity period of SKCK is up to 6 (six) months from the date of issue. If it has passed the validity period and if deemed necessary, the SKCK can be extended. SKCK Polda North Sumatra is a very important letter for the people of North Sumatra in various purposes. The SKCK management process at the North Sumatra Regional Police is quite easy and the cost is affordable. However, before taking care of SKCK, make sure you have prepared all the necessary documents and meet the predetermined requirements. Public help is the action of offering types of assistance to tackle the necessities of individuals who have interests, did by specialist co-ops as per the goals, rules, and systems recently set by confidential associations or government associations. Public administrations have different variables that impact them. Public administrations are firmly connected with administration quality since public administrations are connected with society, so every help should have a high worth. The job of public administrations coordinated by the public authority including all government workers is progressively felt with an expansion in consciousness of the state and society, so administration has expanded its situation according to people in general to turn into a right, to be specific the option to support. As a result, there are still areas in which public services can be improved. The improvement aims to enhance excellent and good service. The community now expects good service, and it is the community's right to receive good service. Civil servants have a responsibility to provide the best service possible.

One of the public services provided by the government is the issuance of Police Record Certificates (SKCK), whose services are carried out by the National Police. In Article 1 of the Regulation of the Indonesian National Police Number 18 of 2014 concerning Procedures for Issuing a Police Record Certificate (SKCK) it is stated that an SKCK is an official statement issued by the National Police through the Intelligence function to an applicant/citizen to fulfill a request from the person concerned or a need. because there are provisions that require it, based on the results of biodata research and existing police records about the person. As for what is meant by police records are written records held by the Police against someone who has committed an unlawful act or violated the law or is currently in the process of being judged for an act that has been committed. SKCK is one of the requirements that is needed by Indonesian Citizens (WNI) and Foreign Citizens (WNA). For SKCK citizens, this is needed to fulfill school registration requirements, apply for jobs, candidates for legislative members, become migrant workers, and several other needs. As for foreign nationals, SKCK is needed to apply for work in Indonesia, naturalization, and other needs, the issuance of which is only carried out by the National Police Headquarters.

In accordance with Perkap No. 18 of 2014, the ranks of the National Police Intelligence Function who are authorized to approve/sign the issuance of the SKCK start from the Polsek, Polres, Polda to the National Police Headquarters. At the Polsek level, SKCK is issued by the Polsek Intelligence Unit which is signed by the Kapolsek or Wakapolsek, at the Polres level it is issued by the Intelkam

Unit which is signed by the Head of Intelkam or Wakapolres on behalf of the Chief of Police, and at the Polda level it is issued by the Directorate of Intelligence at the Polda which is signed by the Director of Intelkam and can be delegated/signed by the Head of the Administrative Service Section (Kasiyanmin) of the Directorate of Intelligence and Security of the Regional Police. As for the National Police Headquarters, SKCK is issued by the Police Intelligence Agency which is signed by the Head of the Intelligence Agency (Kabaintelkam), and can be delegated to the Head of Community Services (Kabidyanmas). The issuance of the SKCK is part of the main tasks of the National Police as stated in Law Number 2 of 2002 concerning the Indonesian National Police, namely as law enforcers, protectors, protectors and public servants. One of the manifestations of Polri's main duties in the service sector was later realized in the form of the Chief of Police Regulation Number 18 of 2014 concerning Procedures for Issuing Police Record Certificates. Agencies must keep up with technological advancements because of the rapid pace of technological progress. An organization requires a data framework that upholds the necessities of government organizations in making work productivity and viability as well as in further developing administrations to the local area. The development of information and communication technology offers numerous transactional conveniences and has positive effects on human life. Because all activities can be carried out quickly, cheaply, and precisely, the development of information and communication technology can also assist humans in carrying out their activities. As a result, work productivity will increase. The advancement of data and correspondence innovation shows the rise of different sorts of exercises in view of this innovation, like in the realm of government (e-government). It is impossible to deny the fact that not everyone is technologically literate.

Interactions between human beings have 2 built in values that cannot be separated from one another, the first is that the interaction must be in harmony with Islamic law, and the second is that the interaction contains noble moral values. What is meant by legal harmony is that every interaction between fellow human beings "must" be in line with the rules of the game of Islamic law. Whereas what is meant by moral content is that all interactions that are legitimized by Islamic law "definitely" have noble moral values in them. Providing the best service to mankind is a very noble job and a door of goodness for anyone who wants to do it. And now is the time for us to examine "a small part" of the verses of the Koran and hadiths that encourage humanity to provide the best service to others. However, before talking further Islam lays down the limits that Allah has said in the Surah. al-Maidah verse 2 which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَجْلُوا شَعَابِرَ اللَّهِ وَلَا الشَّهْرَ الْحَرَامَ وَلَا
الْهَدْيَ وَلَا الْقَلَائِدَ وَلَا أَمِينَ الْبَيْتِ الْحَرَامَ يَبْتَغُونَ فَضْلًا مِنْ رَبِّهِمْ
وَرِضْوَانًا وَإِذَا حَلَلْتُمْ فَاصْطَادُوا وَلَا يَجْرِمَنَّكُمْ شَنَا نُ قَوْمٍ أَنْ
صَدَّقْتُمْ عَنِ الْمَسْجِدِ الْحَرَامِ أَنْ تَعْتَدُوا وَتَعَاوَنُوا عَلَى الْبِرِّ
وَالنَّفْوِ وَالنَّفْوِ عَلَى الْإِيمِ وَالْغَدْوَانِ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ
الْعِقَابِ

O believers, do not violate the shi'ar-shi'ar of Allah, and do not violate the honor of the haram months[390], do not (disturb) the animals of had-ya[391], and the animals of qalaa-id[392], and do not (also) disturb those who visit Baitullah while they seek the blessings and sorrow of their Lord[393] and when you have completed the pilgrimage, then you may hunt. and never hate a people because they hinder you from the Grand Mosque, prompting you to persecute (them). and help you in virtue and piety, and do not help in sinning and transgression. and fear you to Allah, Verily Allah is very heavy in His torments. Through the above verse, Allah commands us to help each other in the corridor of "doing good and piety" and Allah forbids otherwise. If we violate Allah's provisions then punishment will be given and "Behold, God is very severe in torment". So the interaction can be done anytime and with anyone as long as it does not violate the above restrictions. In one of his Hadiths the Prophet SAW commanded us to strive to be human beings who benefit others, even he made "beneficial to others" as a parameter of whether or not the quality of one's faith is good. This he conveyed in a hadith narrated by Jabir bin Abdillah's companion: "The best man is the most beneficial to his fellow man". The conclusion is that if we want to examine further the teachings of Islam, there will be a lot of values of social interaction that are currently being promoted in various agencies including the North Sumatra Regional Police. government and private. This is not something that is difficult to implement, what is needed is love for Allah and His Messenger so that the values of social interaction can be applied thoroughly. If our religion has a complete product, why import products made by others.

IV. CONCLUSION

The application of Islamic communication principles carried out by the North Sumatra Regional Police (Polda) in making a Police Record Certificate (SKCK) through the Precision Super Apps application at the North Sumatra Regional Police (Polda) is in accordance with the principles of Islamic communication because the interaction that is established is in accordance with Islamic law and contains noble moral values. All interactions carried out in making SKCK using the Precision Super Apps application are in line with existing SOPs or can be said to be in line with the rules of the game in Islamic law. And all interactions that are established already have noble moral values because they have provided the best service to the community where it is a very noble job and is a door of kindness for the North Sumatra Police in facilitating the management of SKCK. Public Service Communication carried out by the North Sumatra Regional Police (Polda) in making a Police Record Certificate (SKCK) through the Super Apps Presisi application is by doing the best service through 5 dimensions, namely: Tangible, Reliability, Responsiviness, Assurance, and Empathy

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