The Effect of Public Relations Competency on Public Trust Through Public Relations Orientation in East Java Regional Police and Rankings Resort Police: Moderation Effects of Accessibility and Social Capital

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Abstract

This research aims to scientifically identify and examine the influence of public relations competence on public trust through public relations orientation at the East Java Regional Police Public Relations and Sub-regional Police Officers, with the moderating effects of accessibility and social capital. The research method employed in this study is explanatory research using multilevel analysis, which distinguishes between individual and organizational levels. Informants were selected using purposive sampling, resulting in research respondents being police personnel working in the East Java Regional Police Public Relations and Sub-regional Police Officers, while accidental sampling was used for the community. Data collection methods included questionnaires, observation, and documentation. Data analysis techniques encompass descriptive statistics, validity tests, reliability tests, and multilevel analysis. Based on the results of the research analysis, it can be concluded that 1.) Public relations competency positively and significantly affected public relations orientation; 2.) Public relations orientation positively and significantly affected public trust; 3.) Social capital of personnel was strengthening the effect of public relations orientation on public trust; 4.) Accessibility did not moderate the influence of public relations orientation on public trust; 5.) Public relations competency did not affect public trust positively and significantly; 6.) In managing social media and mainstream media to create conducive public safety and order and make the community more productive and also required to be fast in providing accurate, reliable, and transparent information to the public; 7.) There was a public relations strategy for East Java Regional Police and Sub-regional Police Officers, namely a proactive strategy consisting of action strategies, communication strategies, and reactive strategy.

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Introduction

The police force is one of the state institutions serving as the front line of community guardians. Their duties are often demanding, requiring individual action and decision-making in real-life situations (Albarano, 2015). Police officers are law enforcement professionals tasked with ensuring security and the well-being of the community. They serve as protectors of the community under the provisions of Law No. 2 of 2002 concerning the Police.

The role of the police can be understood in terms of their position as guardians of the community. This role encompasses all aspects related to establishing public order and state security regulations (Alosani, Yussoff, and Al-Dhaafri, 2020). The dynamic condition of society is one of the prerequisites for the implementation of the national development process to achieve national goals characterized by guaranteed security, order, and law enforcement, as well as the building of peace that contains the ability to build and develop the potential and strength of the community in deterring, preventing, and overcoming all forms of violations of the law and other forms of disturbances that can disturb the community, as well as its implementation protection, protection, and service to the community considering the very fundamental role of the police in society needs to create a good relationship between the community and the Police. Therefore, the role of the Public Relations field in the Police in establishing good relations with the community is very important.

Public relations personnel at the East Java Regional Police and the Sub-regional Police Officers play a crucial role in enhancing the institutional image. To establish a positive image, these personnel must engage in a variety of positive activities aimed at gaining the trust, goodwill, and mutual understanding of the community. Public relations can be described as the practice of planned communication, both internally and externally, between an organization and its diverse audiences, to achieve specific objectives through mutual understanding (Flynn, 2014).

Public relations is a management function that establishes and maintains mutually beneficial relationships between organizations and society, on which success or failure depends (Huang and Su, 2009). Public relations can be a bridge to create relationships with anyone who can provide mutual benefits for the company's progress. Public relations have an important role in all fields by its function, which is to form a good relationship between the organization and its public, both internal and external public.

Public relations must convey information to the public about the organization or company to continue to exist and remain known in the community, to convey information public relations requires supporting tools to disseminate information (Joseph and Chukwuemeka, 2016). Information is the collection of script formulation to communicate and influence targets to get participatory responses, through media as much as possible will facilitate and accelerate the communication process that is being established to form relationships that build community trust.

The results of the study by Mourtgous, et al. (2019) found that police officers with greater trust in the public engaged in more proactive policing and made more arrests. On the other hand, the results of Craen's (2015) research found that there is a framework of working relationships between these approaches derived from different disciplines: criminology, psychology, management, and political science/public administration identified regarding the origin, authenticity, and consequences of police officers' trust and the origin of officer behavior that the public can trust.

Another study conducted by Lim and Kwak (2022) showed that police effectiveness, procedural justice, and social cohesion were found to be significant predictors influencing public trust in the police suggesting instrumental models, expressive models, and normative models are somewhat applicable to the South Korean context. The findings of

Lim and Kwak (2022) also show that police effectiveness, procedural justice, and social cohesion have a significant and positive effect on public trust in the police. Police effectiveness is the most influential factor, followed by procedural fairness and social cohesion. The results of Schaap's (2020) research found that the relationship between the police and the community can be characterized as a complex dialogue in building public trust, where the lack of public trust in the police is only one of the factors that form a strategy to build public trust in the police.

The use of key indicators to measure the results of public trust as a representative form of the performance of the Police Institution comes from functions that are translated into activities or actions with a clear and written standard foundation (Cordner, 2018). Since performance contains components of competence and productivity results, performance results are highly dependent on individual ability. Work results to achieve organizational goals are obtained from organizational activities carried out by managing organizational resources and implementing work in the Police Institution (Bayley and Stenning, 2016).

The rapid dissemination of non-factual, inaccurate, biased, incomplete, and unbalanced news by mass media can occur when there is a lack of control over information within the Indonesian National Police. This can result from information being obtained from both unreliable external and internal sources. Such reporting can introduce biases into news stories, affecting the way cases are portrayed. The public relations function of the Indonesian National Police plays a strategic role in establishing equitable and constructive communication with the community. This, in turn, contributes to building a positive image for the Indonesian National Police and facilitates better public understanding, ultimately fostering trust and a favorable reputation in the eyes of the public.

In line with this, communication with the public, the formation of public opinion, efforts to create mutual understanding between the Indonesian National Police and the public, as well as the analysis and prediction of trends in public perception of the Indonesian National Police are matters that must be managed seriously. When discussing this management challenge, it is, of course, closely related to carrying out public relations functions within the Indonesian National Police at both the central and regional levels. With the enactment of Law Number 14 of 2008 concerning Public Information Openness, the Indonesian National Police, as a public body, is required to provide and prepare information services, whether requested or not, for the public.

The community is increasingly critical in demanding openness accompanied by concrete evidence of the efforts of the National Police in carrying out its basic duties to maintain Public Order and Security, provide services, protection, and law enforcement. The rapid advancement of information technology in the world of mass media and the intense competition in the mass media industry require the Indonesian National Police to serve information uniformly to various media quickly (in real-time), precisely, accurately, easily, satisfactorily, and accountable, especially about human behavior.

The social reality of contemporary society differs significantly from societies that have grown within a symbolic environment that provides opportunities for individuals and collectives to engage in self-development, adaptation, and change through social cognitive learning (Bandura, 2006b). However, this has not been optimally achieved due to the heterogeneity of human resource quality, which is a fundamental problem that can hinder the organization from realizing the vision and mission of the Indonesian National Police.

The low quality of human resources will also be a hindrance in the era of globalization. Therefore, the first step should be to manage human resources comprehensively, encompassing intellectual, spiritual, creative, moral, and responsibility aspects (Bond and Gabriele, 2018). The quality of human resources is closely linked to performance. Competency-based human resource development has been implemented in Indonesia, as

it is widely acknowledged that a competency-based approach is the most effective way to predict employees' success in their work (Nascimento, Lucas de Souza, and Adaid-Castro, 2020).

This approach has the principle that people work in one unit. Observations are made continuously on the characteristics of successful competencies in the environment regarding social capital and work professionalism (Coelho, et al., 2017). Relationships or interactions that occur will produce social capital in the form of emotional bonds that unite people, and foster a sense of trust and security to achieve common goals. A community environment with high social capital usually has a high sense of mutual assistance, feels comfortable, safe, free to talk to others, and can overcome various problems that occur in their environment (Hu, et al., 2020). Conversely, when social capital in the community is low, it will cause discomfort, individual, and mutual suspicion with others and tend to be egoistic (self-righteous).

This kind of interaction will certainly lead to an unhealthy environment and the absence of social order. The destruction of social capital is often caused not because it is used, but because it is not used (Adepoju and Oni, 2012). Strong social capital will make it easier for the Police to carry out various capacity strengthening to achieve goals with the community. Social capital with structural, relational, and cognitive dimensions is considered a contextual variable whose formation is the result of the interaction of individual information in groups that allows individuals or groups to have advantages that will affect performance (Nugroho and Setyawan, 2015).

Currently, social capital is in a very poor condition. This deterioration is triggered by the increasingly open communication on social media without proper control. This is where the important role of public relations in the East Java Regional Police and the Sub-regional Police Officers becomes crucial. They can operate optimally by providing clear information to the public, dispelling hoaxes, and addressing provocative and controversial negative information. Modern police organizations, in general, expect to have proactive human resources who demonstrate initiative, take responsibility for their professional development, and are committed to high-quality performance standards (De Maillard and Savage, 2018).

The Indonesian National Police institutions require energetic and dedicated human resources, reflecting social capital and a high level of public relations orientation (Junprasert and Borwornnuntakul, 2020). Given these challenges, researchers aim to examine the "Influence of Public Relations Competence on Public Trust through Public Relations Orientation in East Java Regional Police and the Sub-regional Police Officers: Effects of Moderation on Accessibility and Social Capital".

Literature Review

Communication Theory

Communication theory contains the process of conveying carried out by one person to another (Hallahan, et al., 2007). Everyone lives in society due to social relations (Koch, 2011). Communication theory is a theory related to the process of conveying a message by one person to another person to tell or change attitudes, opinions, or behavior, either directly verbally, or indirectly through the media (Martin, 2014; Sapienza, Iyer and Veenstra, 2015; Nothhaft. 2016). Aggerholm and Thomsen (2015) stated that communication is an activity that always takes place between individuals and groups.

Communication theory contains certain purposes that are carried out orally, face-to-face, or through the media, both mass media such as newspapers, radio, television, or films, as well as non-mass media, such as letters, telephones, notice boards, posters, banners and so on (Van Ruler, 2018). The theory of uses and gratification is one of the grand theories

of communication described in this study (Martin, 2014; Nothhaft, 2016). From several explanations of the theory, it can be concluded that communication theory is the process of delivering a message by a person to others to tell or change attitudes, opinions, or behavior, either directly or indirectly through the media.

The theory of uses and gratification was first used by Elihu Katz in 1959 as a reaction against Bernard Berelson's research, stating that, "the field of communication seems to have died" (Ritzer, 2000). According to Smith (2013), research in the field of communication at that time more often examined the impact of media on its audience, and previous research only aimed to get answers to the questions of "Who Says What Using What Channel and To Who with What Influence?".

The theory of uses and gratification is a theory that makes media users the main focus not on media where media users are free to choose media that is considered appropriate to meet their needs and media users are consciously responsible for the selection of media to be used (Schoeneborn and Blaschke, 2014). This theory looks at "how media can meet the needs of media users" instead of looking at "how media affects media users" (Van Ruler, 2016), Aggerholm and Thomsen (2015).

Public Relations Management

The field of public relations should empower PR (Public Relations) practitioners to adhere to professional principles rather than solely relying on senior management's ideas, regardless of their good intentions (Bossman, 2021). Additionally, Bossman (2021) highlights the importance of involving public relations in the decision-making process and ensuring direct reporting to senior management. This approach can elevate the status of public relations within the organization and enhance its influence on the organization's operations.

According to the excellence theory, communication activities should be grounded in two-way symmetrical communication, fostering stronger and long-term relationships between the organization and its publics (Bossman and Tella, 2017). Two-way symmetrical strategies aim to balance the interests of both the public and the organization while upholding ethical standards (Willis, 2016). In essence, as Thompson (2018) posits, two-way symmetric communication can bring about behavioral changes in both the public and organizations. The realm of superior public relations comprises practitioners who have acquired theoretical knowledge through formal education, self-study, hands-on experience, and continuous education and self-development (Fergusson, 2018).

While public relations is not always fully integrated into strategic management, it is becoming increasingly professional, thanks to the incorporation of communication education at various levels (Fergusson, 2018). However, it remains crucial for organizations to implement development programs aimed at enhancing the knowledge and expertise of their public relations personnel (Bossman and Tella, 2017). In light of these explanations, it can be concluded that effective public relations management necessitates a strong knowledge base to execute strategic functions, including the proficient management of organizational responses to challenges, the development of departmental strategies, and the execution of formative and evaluative research.

Public Relations Competence

Competence is a unique integrated interweaving of knowledge, skills, attitudes, and values reflected in thinking patterns and action patterns (Garneau and Pepin, 2015). Mykkänen and Vos (2015) said that public relations competence is a basic personal characteristic that determines the success or failure of a person in carrying out a job in an organization in the field of public relations. Onyiengo (2014) argues that the talent and competence of current public relations practitioners are still expected to be at a low level. Public relations is a rapidly developing modern management discipline that has not yet become a true profession such as medicine, law, and accounting (Onyiengo, 2014).

Knight and Sweetser (2021) define public relations competence as the competence of public relations practitioners related to communication skills in the form of writing and media relations skills needed in the current and future era of rapid media development. Based on this explanation, it can be concluded that public relations competence is the ability to carry out or perform a job in public relations or tasks based on skills and knowledge and supported by the work attitude required by the public relations job.

Social Capital

Coleman (2013) defines social capital as the structure of relationships between individuals that allow them to create new values. Social capital is the amount of resources, actual or virtual, that converge on an individual or group because it has a long-lasting network of reciprocal relationships of introduction and recognition that are more or less institutionalized (Choi, 2010). Chong, et al. (2017) formulate social capital by referring to informal norms that support cooperation between individuals and capabilities that arise from the prevalence of trust in a society or within certain parts of society.

Social capital can facilitate economic expansion to a greater extent when supported by a broad radius of trust (Hu, et al., 2020). Jumirah and Wahyuni (2018) formulate social capital by referring to the characteristics of social organizations, such as networks, norms, and beliefs that facilitate cooperation coordination for something whose benefits can be felt together (mutual benefit). Social capital determines how people can work together easily, where social relationships reflect the results of social interactions over a relatively long time resulting in networks, patterns of cooperation, social exchanges, and mutual trust, including the values and norms underlying these social relationships (Kamarudin, Yen and See, 2020).

Social capital can be used for all purposes with the support of physical resources and cultural knowledge owned, and vice versa.in the context of social relations, the existence of the three capitals (social capital, economic, and cultural capital) guarantees a strong bond of social relations (Woolcock, 2014). Woo and Kim (2017) stated that social capital emphasizes more on group potential and patterns of relationships between individuals within a group and between groups, with space for attention to beliefs, networks, norms, and values that are born from group members and become group norms.

Elements of Social Capital

Social capital is a decisive lubricating element for establishing cooperation between individuals or groups or establishing a cooperation behavior (Chen and Meng, 2015). In social capital, it is always inseparable from the three main elements that exist in social capital which include several things as follows: (a) Trust (honesty, fairness, egalitarian attitude, tolerance, and generosity); (b) Social Networks (participation, reciprocity, solidarity, cooperation); (c) Norms (shared values, norms and sanctions, rules) (Churchill and Mishra, 2017).

Furthermore, according to Churchill and Mishra (2017), the three elements of social capital above and their aspects are essential elements that exist or should exist in the life of a social group, whether the group is called community, society, ethnicity, or other categories or in other words elements of social capital.

Typology of Social Capital

Social capital refers to social relationships, institutions, social norms, and mutual trust between other people or groups and positively impacts improving community life (Jumirah and Wahyuni, 2018). Woo and Kim (2017) state that social capital is the social ability of an entity or group to work together to build a network to achieve a common goal. The cooperation is colored by a pattern of interrelation that is reciprocal and mutually beneficial and is built on trust supported by positive social norms and values

and is strong on the principles of reciprocity, and mutual benefit and built on trust (Kamarudin, Yen and See, 2020).

From some of these explanations, it can be concluded that social capital is a social investment that includes social resources such as networks, beliefs, values, and norms as well as forces that move the structure of social relations to achieve individual or group goals effectively and efficiently with other capital.

Public Relations Orientation

Activities carried out in a public relations orientation in an institution can have an impact on improving the positive image of the organization towards the community or partners, making it easier for institutions to be able to collaborate or partner with institutions or communities both locally, regionally, nationally and internationally to meet common needs and interests (Mykkänen and Vos, 2015; Joseph and Chukwuemeka, 2016). In the process, communication is needed for mutual understanding between the organization and the community in achieving common interests.

Public Trust

Public trust is the belief that the actions of another person or group are consistent with their beliefs (Huber, et al., 2019). Community trust, according to Dernbach (2021), is born from a process slowly and then accumulates into a form of trust. In other words, trust is community belief in the context of certain attributes. This community belief arises from repeated public perceptions of learning and experience (Jameel, Asif, and Hussain, 2019). Beshi and Kaur (2020) define community trust as citizens' expectations of police activities and interactions with citizens and the behavior of police leaders and officers, civil servants, and citizens.

Factors Influencing Public Trust

The concept of belief can have many different nuances of meaning. Despite the diverse views on trust, experts assume trust is a psychological state involving a willingness to take risks based on positive expectations of the trustee's intentions or behaviors (Beshi and Kaur, 2020). Furthermore, according to Beshi and Kaur (2020), trust in government refers to citizens' expectations of the type of programs, operations, and interactions of government with citizens and the behavior of political leaders, civil servants, and citizens themselves

Accessibility

According to Wolf and Archer (2018), accessibility has a definition, namely facilitating the ease of procurement and application which is optimally aimed at the community to achieve equal opportunities in accessing various activities to obtain services and information facilities. Accessibility according to Labbé, et al. (2020) is the extent to which information customers/users can easily obtain and use information products. Accessibility is one part of the analysis of the interaction of activities with information network systems, which aims to understand how the information system works and uses analytical relationships between system components to forecast the impact of policy implementation may be different (Stassen and Ceccato, 2022).

New Media Theories

New media is a theory that discusses the development of media (Holmes, 2005). There are two views on new media: social interaction and social integration (Smith, 2013). New media is media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive, and can function privately and publicly (Stanley, Taylor, and Marsh, 2021). Stassen and Ceccato (2022) stated that the power of new media is communication technology that involves computers, to make it easier and faster to get information from the internet and its easy-to-access characteristics are easy to

use without going through a computer but can now be through mobile phones, smartphones, androids, tablets.

New media must be able to fulfill three elements, namely, devices that can meet and expand our ability to communicate, communication activities and practices that are tied to us in building and using these devices, and the social and organizational structures that form around these devices (Thompson, 2018). The development of media science is quite rapid, although some theories may have their roots in old media theories that are distracted by new media problems. New media theories seem to have their roots in old media theories. Here are some new media theories that can be elaborated by Giraud (2018).

Research Method

Type and Design of Research

The research method used in this study is explanatory while the nature of the research is correlational or correlational research, which studies the relationship or correlation between variables that are considered using multilevel analysis that distinguishes between individual scope and organizational level. According to Sugiyono (2017), the explanatory method is a method to test the relationship between two or more variables to find out whether something is caused or influenced or not by other variables. Creswell (2014) suggests that correlation research aims to examine the extent to which variation in one factor is related to variation in other factors.

If only two variations are connected, then the correlation is called (simple correlation). More than two, then using multiple correlations (Umeh, 2017). The type of research that the author uses is a type of survey research, meaning research that takes samples from one population with questionnaires as a data collection tool that is the main research on the influence of public relations competence on public trust through public relations orientation in East Java Regional Police and the Sub-regional Police Officers: The Moderating Effects of Accessibility and Social Capital.

Population, Sample Size, and Sampling Techniques

With these criteria, the research respondents included 217 police personnel working in the Public Relations Field of the East Java Regional Police and the Sub-regional Police Officers. This group consisted of 5 main Public Relations officials from the East Java Regional Police, 39 Heads of Public Relations at the organizational level, along with 56 East Java Regional Police Public Relations personnel, and 117 Police Public Relations personnel at the individual level. This study employed multilevel analysis, where the research sample was divided into two levels: the individual level (comprising East Java Regional Police Public Relations personnel and Sub-regional Police Public Relations personnel) and the organizational level (including East Java Regional Police Public Relations Officers and Sub-regional Police Public Relations Officers), while community subjects were selected using accidental sampling techniques.

Data Analysis

In quantitative research, data analysis is a crucial step that follows the collection of data from all respondents. The activities involved in data analysis include grouping the data based on variables and respondents, tabulating the data according to these variables for all respondents, presenting the data for each variable under investigation, performing calculations to address the research questions, and conducting calculations to test the proposed hypotheses. This study employs the multilevel analysis method because it aims to explain both the direct and indirect effects of a set of measurable variables (parametric) as dependent variables on independent variables and intermediate variables (moderating and mediating/intervening) sequentially.

The collected data undergoes a validation process to ensure its high validity before testing. The data analysis stage holds a significant position within the scientific method.

Research Result

Data Analysis

In stage one, we conducted random intercept selection by comparing two models: the random intercept model without the independent variable and the random intercept model with the level 1 independent variable, which is the "public relations competence" variable. We chose random intercept structures to determine whether there is a variation in intercepts between public relations personnel within and across agencies. The agencies under consideration are the East Java Regional Police Public Relations and Sub-regional Police Public Relations. The results of the comparison between these two models are presented as follows:

Model	Deviance	Parameter	F	Itself.
Random intercept model without independent variables	170,99	3	106,65	0,000
Models with level 1 independent variables (Public Relations Competence)	169,28	4	0,563	0,454
Description: F table 5% (df1:3; df2:4) = 6.59				

(Source: Processed Primary Data, 2023)

Based on the table above, it is evident that the F-value of 0.563 is smaller than the critical F-value of 3.84, or the significance value of 0.454 remains greater than α 5%. As a result, the best model in the random intercept structure selection stage is the one that does not include the independent variable of public relations competence. This conclusion indicates that the independent variable at level 1 (public relations competence) still has a direct and insignificant influence on public trust.

In the random slope structure selection stage, the independent variables utilized include those obtained in the random intercept structure step, namely public relations competence, as well as independent variables at level 2 (public relations orientation) and moderator variables (social capital and accessibility). Through separate testing of each variable, four models were compared:

1.   Model of random intercept and random slope on the variable of public relations competence (X).

2.   Model of random intercept and random slope on the PR orientation variable (Z1).

3.   Model of random intercept and random slope on the interaction variable between PR orientation and social capital (Z1*Z2).

4.   Model of random intercept and random slope on the interaction variables between PR orientation and accessibility (Z1*Z3).

As explained below:

Model	Deviance	F	Itself.
Model of Random intercepts and random slopes on public relations competence	169,28	0,563	0,454
(X)			
Model of random intercept and random slope at PR orientation	73,60	20,938	0,000
(Z1)			
Model of random intercept and random slope on the interaction of public relations orientation and social capital	57,58	6,630	0,013
(Z1*Z2)			
Model of random interception and random slope at the interaction of PR orientation and accessibility	32,03	0,280	0,600
(Z1*Z3)			

Description: F table 5% (df1:8; df2:9) = 3.23

(Source: Processed Primary Data, 2023)

Based on the table above, which shows the results of the comparison of the four models, we can observe that the independent variables with a significant random slope in the model are the slope of public relations orientation (Z1) and the interaction between public relations orientation and social capital (Z1 * Z2). This is because the F value is greater than the F value in Table 3.23, and the significance value is smaller than α 5%. Therefore, it has been determined that the best model for this stage includes public relations orientation and social capital as moderator variables. These results lead to the conclusion that public relations orientation significantly influences public trust, and social capital moderates the impact of public relations orientation on public trust. The final stage of multilevel analysis involves testing the significance of the model parameters, as described below:

Dependent Variables	Independent Variables	Estimate	S.E.	t	Itself.
Public Relations Orientation	Intersep	2,190	0,274	7,987	0,000
	Public Relations Competence (X)	0,558	0,061	9,081	0,000
Community Trust	Intersep	7,323	3,109	2,355	0,023
	Public Relations Competence (X)	0,065	0,086	0,750	0,454
	Public Relations Orientation (Z1)	0,778	0,170	4,576	0,000
	Social Capital (Z2)	0,251	0,159	1,581	0,099
	Accessibility (Z3)	0,214	0,476	0,449	0,656
	Z1 * Z2	0,306	0,119	2,575	0,013
	Z1 * Z3	0,055	0,104	0,529	0,600

(Source: Processed Primary Data, 2023)

1. The results of the analysis regarding the influence of public relations competence on public relations orientation yielded a coefficient value of 0.558 with a significance value of 0.000. Since the significance value is smaller than α 5%, it can be concluded that public relations competence has a positive and significant impact on public relations

orientation. In other words, as the competence of public relations personnel increases, their level of public relations orientation at the East Java Regional Police and the Sub-regional Police also increases. Therefore, we accept the first hypothesis, which posits that there is an influence of public relations competence on public relations orientation in the public relations of the East Java Regional Police and the Sub-regional Police Officers (H_1 is accepted).

2.   The results of the analysis regarding the influence of public relations orientation on public trust yielded a coefficient value of 0.778 with a significance value of 0.000. Since the significance value is smaller than α 5%, it can be concluded that public relations orientation has a positive and significant impact on public trust. In other words, as public relations orientation increases, public trust in the East Java Regional Police and the Sub-regional Police also increases. Therefore, we accept the second hypothesis, which posits that there is an influence of public relations orientation on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers (H_2 is accepted).

3.   The results of the analysis of social capital moderation on the influence of public relations orientation on public trust yielded a coefficient value of 0.306 with a significance value of 0.013. Since the significance value is smaller than α 5%, it can be concluded that personnel's social capital strengthens the influence of public relations orientation on public trust. In other words, the impact of public relations orientation on public trust is more significant when public relations personnel have better social capital. Therefore, we accept the third hypothesis, which suggests that social capital moderates the influence of public relations orientation on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers (H_3 is accepted).

4.   The results of the accessibility moderation analysis on the influence of public relations orientation on public trust yielded a coefficient value of 0.055 with a significance value of 0.600. Since the significance value is greater than α 5%, it can be concluded that accessibility does not moderate the influence of public relations orientation on public trust. In other words, the impact of public relations orientation on public trust remains consistent even with expanded accessibility. Therefore, we reject the fourth hypothesis, which suggests that accessibility moderates the influence of public relations orientation on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers (H_4 is rejected).

5.   The analysis of the influence of public relations competence on public trust yielded a coefficient value of 0.065 with a significance value of 0.454. Since the significance value exceeded α 5%, it can be concluded that public relations competence does not have a significant effect on public trust. In other words, higher competence among public relations personnel did not lead to a noticeable increase in public trust in the East Java Regional Police and the Sub-regional Police Officers. Therefore, the fifth hypothesis suggesting an influence of public relations competence on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers is rejected (H_5 is rejected).

The calculation of intra-class correlation values indicates that the correlation of public trust among individual public relations personnel within the same agency is 0.867, indicating a very strong level of relationship. Conversely, the correlation of public trust data is relatively low among different public relations agencies, measuring only 0.133, indicating a very weak level of relationship. The results of the estimation and significance testing of each model parameter are presented in the figure below.
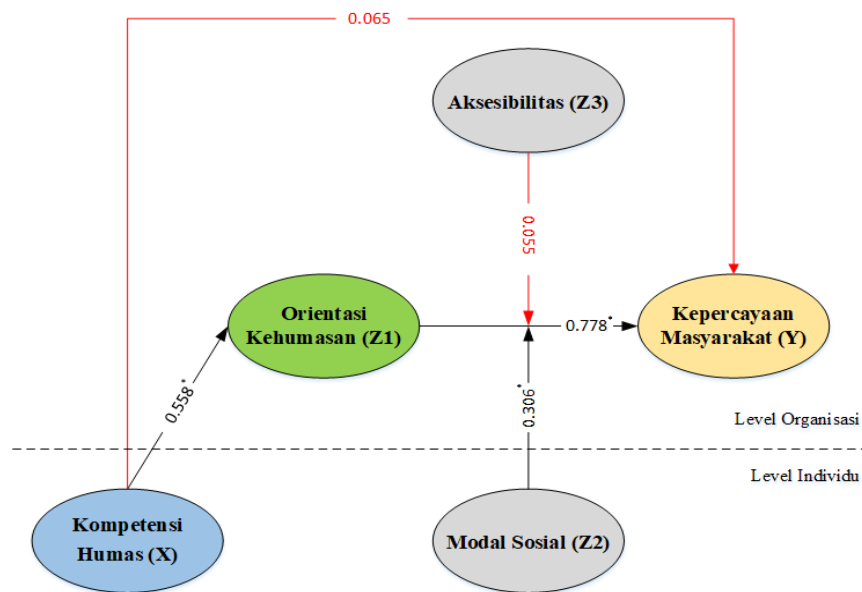
Model Parameter Significance Test Results

(Source: Processed Primary Data, 2023)

The figure above displays three well-established positive and significant influence pathways, while the remaining two direct pathways are deemed insignificant. Notably, public relations competence cannot directly impact public trust. Instead, public relations competence can enhance public trust solely when mediated by entrepreneurial orientation. This means that the competence of public relations personnel, when coupled with a strong public relations orientation, can lead to an increase in public trust.

Furthermore, it's important to note that only social capital strengthens the influence of public relations orientation on public trust, while accessibility does not moderate this relationship. This implies that a public relations orientation that emphasizes social capital is more effective in rapidly increasing public trust, while the impact of accessibility in this regard remains limited.

Discussion

The Influence of Public Relations Competence on Public Relations Orientation

Based on the findings of the analysis regarding the influence of public relations competence on public relations orientation, a coefficient value of 0.558 with a significance value of 0.000 was obtained. Since the significance value is smaller than α 5%, it is concluded that public relations competence has a positive and significant effect on public relations orientation. This implies that higher competence among public relations personnel results in a higher level of public relations orientation within the East Java Regional Police and the Sub-regional Police. Therefore, the first hypothesis, which states that there is an influence of public relations competence on public relations orientation in the public relations of the East Java Regional Police and the Sub-regional Police Officers, is supported (H1 is accepted).

The findings of Bossman's (2021) research corroborate the existing literature, indicating that public relations practices are rarely executed at the strategic level. The data also highlights that despite the growth of public relations in Ghana, there is still much room for improvement. Notably, marketing appears to take precedence over public relations. Furthermore, Bossman (2021) argues that public relations practices are primarily driven

by technicians following instructions from the dominant coalition, rather than playing a role in policy decision-making. The results further confirm that public relations practices follow a symmetrical model, albeit with a strong inclination towards asymmetric communication.

The Influence of Public Relations Orientation on Public Trust

Based on the findings of the analysis regarding the influence of public relations orientation on public trust, a coefficient value of 0.778 with a significance value of 0.000 was obtained. Since the significance value is smaller than α 5%, it is determined that public relations orientation has a positive and significant effect on public trust. This means that higher public relations orientation leads to greater public trust in the East Java Regional Police and the Sub-regional Police Officers. Consequently, the second hypothesis stating that there is an influence of public relations orientation on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers is also supported (H2 is accepted).

Additionally, based on the research conducted by Nahusona and Andadari (2018), the results indicate that: (1) Personal branding affects consumer confidence in online electronic commerce; (2) The influence of personal image on trust is evident in consumers' minds, where a positive personal image elicits consumer trust; (3) Personal branding can implicitly enhance consumer trust, providing a sense of security for consumers during transactions. Furthermore, Novaldi et al.'s research in 2021 concluded that the current state of public trust is increasing and displaying positive changes in Islamic Banking. This increased trust allows Islamic Banking to expand globally and serve as a model for other countries interested in implementing the Islamic banking system.

Social Capital moderates the influence of public relations orientation on public trust

Based on the findings of the analysis regarding the influence of public relations orientation on public trust moderated by social capital, a coefficient value of 0.306 with a significance value of 0.013 was obtained. Since the significance value is smaller than α 5%, it was determined that the social capital of personnel strengthens the influence of public relations orientation on public trust. Therefore, the influence of public relations orientation on public trust will be more pronounced when public relations personnel possess higher social capital. Consequently, the third hypothesis, which posits that social capital moderates the influence of public relations orientation on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers, is supported (H3 is accepted).

The results of Ferguson's (2018) analysis demonstrate the value of seeking paradigmatic theory and emphasize the importance of systems theory as a guiding concept in a significant body of research. Furthermore, Ferguson (2018) traces the evolution of systems ideas from a research framework primarily focused on organizations to one that increasingly encompasses the analysis of public relations position in the social world. The broad notion of the system, articulated in various ways, is now arguably the fundamental cornerstone of public relations theory.

Accessibility moderates the influence of PR orientation on public trust

Based on the findings of the analysis regarding the influence of public relations orientation on public trust moderated by accessibility, a coefficient value of 0.055 with a significance value of 0.600 was obtained. Since the significance value was greater than α 5%, it was determined that accessibility does not moderate the influence of public relations orientation on public trust. Therefore, the influence of public relations orientation on public trust remains unchanged even when accessibility is expanded. Consequently, the fourth hypothesis, which posits that accessibility moderates the influence of public relations orientation on public trust in the public relations of the East

Java Regional Police and the Sub-regional Police Officers, is not supported (H4 is rejected).

The results of research conducted by Stanley, Taylor, and Marsh (2021) provide new insights into other cues that may affect the accessibility of certain identity knowledge that is active at a given time. People have many distinct identities within themselves that may influence the accessibility of beliefs and knowledge. This has the potential to impact political judgments, decisions, and explanations offered.

The Effect of Public Relations Competence on Public Trust

Based on the findings of the analysis regarding the influence of public relations competence on public trust, a coefficient value of 0.065 with a significance value of 0.454 was obtained. Since the significance value is greater than α 5%, it has been concluded that public relations competence does not have a significant effect on public trust. In other words, the competence of public relations personnel does not have a real impact on increasing public trust in the East Java Regional Police and the Sub-regional Police Officers. Therefore, the fifth hypothesis, which suggests an influence of public relations competence on public trust in the public relations of the East Java Regional Police and the Sub-regional Police Officers, is not supported (H5 is rejected).

Knight and Sweetser (2021) define public relations competence as the proficiency of public relations practitioners in areas such as writing skills and media relations skills. Public relations personnel with strong writing skills ensure that the message or information conveyed is well-received by the audience and does not lead to misunderstandings. On the other hand, those with strong media relations skills can seek assistance from the media to disseminate news, especially when clarifying and updating crisis developments. In today's rapidly evolving media landscape, organizations with proficient writing and media relations skills can better plan their communication strategies, both internally and externally, with various stakeholders to achieve their goals. This can be considered as having a strong public relations orientation.

Strategy in Handling Crucial Issues by Public Relations of East Java Regional Police and Police Officers

The wide array of communication channels and media available today necessitates continuous innovation by Regional Police Public Relations personnel in delivering fast and reliable information based on facts. One of the current challenges is the need to educate staff to keep pace with the rapidly changing landscape, particularly in information and communication management. The growing demand for information from the public and media requires the Indonesian National Police and Regional Police Public Relations teams across Indonesia to be constantly vigilant in performing their duties. In addition to strengthening internal systems, East Java Regional Police Public Relations has also forged partnerships with the media. The media plays an integral role in maintaining public security and order.

Public Relations personnel at the Regional Police and Sub-regional Police Officers strategize and plan various initiatives to garner public sympathy and ensure that the hard-earned institutional image remains intact. Regular evaluations of police personnel's performance in the field are conducted because the police's image is shaped by how effectively and efficiently they complete their tasks during direct interactions with the public. Public Relations endeavors to construct the identity and positive image of the police through diverse activities, including propaganda, billboards, advertisements, and both online and offline meetings. These activities are designed to impart knowledge and foster a favorable impression of the Police within the community.

In addressing various issues, a somewhat passive strategy is sometimes employed. In such cases, East Java Regional Police and Sub-regional Police Public Relations do not respond to insignificant matters without carefully assessing the potential impact of these

issues. Different strategies are adopted for different problems, and selecting the right strategy is critical, as mistakes in strategy can pose a high risk to the development of the Police Institution. When it comes to issues related to Public Order and Security, East Java Regional Police and Sub-regional Police Public Relations are more inclined to employ a proactive strategy. This strategy relies on anticipatory measures that aim not only to implement institutional planning but also to find comprehensive solutions.

The role of Public Relations at East Java Regional Police and Sub-regional Police is vital in facilitating two-way communication between the Police Institution they represent and the community as their target audience. This role can significantly influence the success or objectives related to institutional image-building activities, including the restructuring of the internal organization of East Java Regional Police Public Relations and Sub-regional Police Public Relations. Operationally, these units serve as a specialized function of management, enabling them to help uphold the rules of engagement through both internal and external communication channels, ultimately fostering mutual understanding and cooperation between the Institution and the community.

These efforts have also had a positive impact on the level of public satisfaction and trust in the implementation of Eid homecoming in 2023, which saw an increase from the previous year. According to survey results, 89.5% of respondents from the traveler group and 78% of general respondents expressed satisfaction with the homecoming arrangements. Traffic management received the highest satisfaction rating among respondents, with an 81.8% satisfaction rate. The police were recognized for their significant role in facilitating the flow of Eid homecoming and were appreciated for their hospitality and communication. The Indonesian National Police has once again gained public trust, as indicated by a recent survey conducted by Kompas Research and Development. The survey showed that the Indonesian National Police succeeded in restoring trust that had previously declined. According to the Indonesian Political Indicators (IPI) for 2023, the public's trust in the Indonesian National Police stands at 73.2%, and in the segment related to public complaints, trust in the Indonesian National Police is at 70.4%.

Conclusion

This study employs a quantitative approach with an explanatory method to explore "The Influence of Public Relations Competence on Public Trust through Public Relations Orientation in East Java Regional Police and Sub-regional Police Officers: The Effects of Moderation on Accessibility and Social Capital". Consequently, the findings of this study yield the following conclusions:

1.   Based on the findings of the analysis related to the influence of public relations competence on public relations orientation, resulting in a coefficient value of 0.558 and a significance value of 0.000, it was concluded that public relations competence has a positive and significant effect on public relations orientation. The higher the competence of public relations personnel, the higher the level of public relations orientation at the East Java Regional Police and Sub-regional Police Officers. Thus, the first hypothesis, which posits that there is an influence of public relations competence on public relations orientation in the public relations of the East Java Regional Police and Sub-regional Police Officers, is accepted (H_1 accepted).

2.   Based on the findings of the analysis regarding the influence of public relations orientation on public trust, which resulted in a coefficient value of 0.778 and a significance value of 0.000 (since the significance value is smaller than α 5%), it was determined that public relations orientation has a positive and significant effect on public trust. The higher the level of public relations orientation, the greater the public trust in the East Java Regional Police and Sub-regional Police Officers. Therefore, the second

hypothesis, which posits that there is an influence of public relations orientation on public trust in the public relations of the East Java Regional Police and Sub-regional Police Officers, is also accepted (H_2 accepted).

3.   Based on the findings of the analysis regarding the influence of public relations orientation on public trust, moderated by social capital, a coefficient value of 0.306 and a significance value of 0.013 were obtained. Since the significance value is smaller than α 5%, it was determined that the social capital of personnel strengthens the impact of public relations orientation on public trust. The influence of public relations orientation on public trust will be more pronounced when the social capital of public relations personnel is higher. Therefore, the third hypothesis, which suggests that social capital moderates the influence of public relations orientation on public trust in the East Java Regional Police and Sub-regional Police Officers, is also valid (H_3 accepted).

4.   Based on the findings of the analysis regarding the influence of public relations orientation on public trust, moderated by accessibility, a coefficient value of 0.055 and a significance value of 0.600 were obtained. Since the significance value is greater than α 5%, it was concluded that accessibility does not moderate the influence of public relations orientation on public trust. The impact of public relations orientation on public trust remains consistent even when accessibility is expanded. Therefore, the fourth hypothesis, which posits that accessibility moderates the influence of public relations orientation on public trust in the public relations of the East Java Regional Police and Sub-regional Police Officers, is not supported (H_4 rejected).

5.   Based on the analysis findings regarding the influence of public relations competence on public trust, a coefficient value of 0.065 and a significance value of 0.454 were obtained. Since the significance value exceeds α 5%, it was determined that public relations competence does not have a significant effect on public trust. The higher competence of public relations personnel has not shown a substantial impact on increasing public trust in the East Java Regional Police and Sub-regional Police Officers. Therefore, the fifth hypothesis, which suggests an influence of public relations competence on public trust in the public relations of the East Java Regional Police and Sub-regional Police Officers, is not supported (H_5 rejected).

6.   Managing both social media and mainstream media is crucial for ensuring public safety and order, as well as promoting community productivity. It is essential to provide fast, accurate, reliable, and transparent information.

7.   The East Java Regional Police and Sub-regional Police Officers employ various public relations strategies. These strategies include proactive approaches, such as action plans encompassing institutional performance, community engagement, special events, partnerships, philanthropy, and activism. Additionally, they use communication strategies like publicity, newsworthy information dissemination, and transparent communication. Furthermore, they employ reactive strategies, including preemptive actions, offensive responses, defensive responses, circumvention, vocal empathy, rectifying behavior, and inaction strategies.

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