



## Analysis of the Takalar Police Chief's Communication Strategy on Police Officer Motivation

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### Abstract

Effective communication plays a central role in the success of educational processes, organizational performance, and the development of students' learning outcomes. In educational institutions, particularly within formal schooling and madrasah contexts, communication functions not only as a medium for transferring knowledge, but also as a strategic instrument for shaping attitudes, motivating learners, and building constructive relationships between educators, students, and the wider educational environment. This study focuses on examining the importance of effective communication in supporting teaching-learning activities and improving educational performance. The discussion emphasizes how communication patterns, interpersonal interactions, and instructional communication contribute to students' motivation, comprehension, and academic achievement. Furthermore, the study highlights the interconnection between communication, leadership, family involvement, and learning environments in influencing educational success. By integrating perspectives from communication science, educational psychology, and learning theory, this research underscores that ineffective communication can hinder learning processes, create misunderstandings, and reduce institutional effectiveness. Conversely, well-managed communication enhances clarity of instruction, strengthens teacher-student relationships, and fosters a positive educational climate. The findings suggest that educators and educational leaders must continuously develop their communication competencies to respond to the challenges of modern education, including technological change and diverse learner characteristics. Strengthening effective communication practices is therefore essential for achieving educational goals and improving overall learning quality. This study contributes to the understanding of communication as a foundational element in education and offers insights for educators, school leaders, and policymakers in designing communication-oriented educational strategies.

## Introduction

We spend most of our waking hours communicating. Much like breathing, we perceive communication as something that happens automatically, so we lack the awareness to do it effectively. Therefore, it can be concluded that communication has become a part of human life, just as humans need air to breathe (Durga & Mehrotra, 2022; Herbst & Elemans, 2025; Tort et al., 2025; Edwards et al., 2025). Therefore, communication has become a commonplace. This means that communication has become so commonplace that, without realizing it, some people pay little attention to how to communicate effectively. As a result, individuals often fail to interact with others, leading to misunderstandings (Goldstein & Brooks, 2026; Sangeetha et al., 2026; Yousaf et al., 2026).

In everyday life, communication is the foundation of social interaction, fostering mutual assistance, giving and receiving, and interdependence (Mei & Deng, 2026; Wattanasap, 2025; Bender et al., 2024). The essence of communication is that understanding and mutual understanding are fostered. According to Goldhaber (1986), organizational communication emphasizes the process of exchanging messages within networks to achieve organizational goals, both in formal and informal groups. Devito views it as the sending and receiving of messages within formal and informal groups. Katz & Kahn add that communication shapes the flow of information and networks within organizations.

Similarly, in organizations, according to Gibson (1987), an organization is a coordinated unit consisting of at least two people functioning to achieve a specific goal or set of goals. Therefore, it can be concluded that an organization is a relationship between two or more people within a single entity or group to achieve a shared goal. An organization consists of parts called units or sub-units, all of which have their own functions and duties. Therefore, when these units and functions cannot function effectively, it is certain that disorder will occur in the organization's operation, ultimately undermining the desired goals (Cedergren & Hassel, 2024; Ugwu et al., 2025; Güttel & Kratochvil, 2023).

Leadership communication theory, according to experts, focuses on a leader's ability to convey vision, goals, and expectations through effective communication, as well as how leaders use various communication styles to influence and motivate subordinates (Marbun et al., 2023; Jenei & Machova, 2024; Meirinhos et al., 2023). Some experts who have put forward related theories include Law & Glover, who emphasize verbal and nonverbal communication skills, and Dubrin, who emphasizes sensitivity to the environment and culture of staff. In addition, there are leadership styles such as autocratic, democratic, and laissez-faire, as explained by experts such as Franklyn and Fahmi. Contingency theory emphasizes adapting leadership styles to the situation (Jia, 2025; Zidayatullah et al., 2025; Viererbl et al., 2022).

The main concepts in leadership communication theory are: 1). Delivering a vision and goals: leaders must be able to communicate their ideas and goals to gain support from staff, according to Law and Glover. 2). Clarity of message: leaders must be able to convey meaning clearly and use appropriate words to prevent misunderstandings. 3). Verbal and nonverbal communication skills: effective communication involves appropriate language and nonverbal signals, which are also influenced by cultural context, according to Dubrin and 4). Gathering feedback on leadership communication also includes the ability to receive positive feedback from subordinates regarding work or existing policies.

Leadership and Communication Style Theories: 1). Franklyn identifies autocratic, democratic, and laissez-faire leadership styles. 2). Fahmi explains the charismatic, paternalistic, militaristic, autocratic, laissez-faire, populist, and democratic styles, demonstrating that each style has advantages and disadvantages in communication. 3). Contingency (situational) Theory: This theory argues that there is no single best leadership style; rather, the style must be adapted to specific situations and conditions for a leader to be effective (Jain et al., 2022; Mashele & Alagidede, 2022; Haq & Roesminingsih, 2024).

Implications for Leaders: 1). Dubrin's cultural sensitivity suggests leaders be sensitive to cultural differences in verbal and nonverbal communication. 2). Communication strategies require leaders to carefully select communication strategies to achieve organizational goals and avoid losses. 3). Inspiration and Motivation: Effective leaders can inspire subordinates to be creative and innovative through appropriate communication.

Furthermore, motivation leads to improved employee performance; highly motivated employees are able to perform well. Employees who lack motivation are less creative and less

productive because their energy is used for work, less sociable, and less knowledgeable in various matters. Therefore, employee motivation is one of the causes of changes in employee performance.

Creating an organizational climate that can encourage its members to improve their performance in order to achieve organizational goals is not easy (Erdmann et al., 2025; Xiufan & Yunqiao, 2025; Purwanto & Ilhamsyah, 2025). This is because humans fundamentally have different behavioral characteristics according to their level of need (Nurazizah et al., 2026; Vale et al., 2026; Hadfield, 2026). If there is a difference or gap between members' perceptions and those of the leadership regarding the perceived and expected climate, this can lead to member dissatisfaction, which can lead to abuse of rights and obligations, ultimately resulting in the organization's goals not being met optimally (Hariyasasti, 2025; Siswanto et al., 2025; Nomin et al., 2025).

The author's point above is evident in communication. Communication is considered crucial in all aspects of life, particularly in the Takalar Police Department, in the process of achieving targets and objectives (Alkadriyar et al., 2025; Zulham et al., 2025; Muin et al., 2025). An organization requires coordination between individuals to create harmony, mutual understanding, and consensus between sub-tasks. This is because organizations are fundamentally built on the interaction of individuals.

If cooperation within a group is well-organized, the goals of the group (organization) will be quickly realized (Santoso & Perdana, 2026; Haiderzai et al., 2025; Monnier & Bunchs, 2026). However, if there is distortion (ambiguity) in that cooperation, achieving the desired goals will be more difficult. Suranto believes that a well-functioning office is characterized by synergistic and harmonious cooperation between various components. Communication, cooperation, mutual correction, and a system of task division between these components are always present. An office is constructed and maintained through communication. When communication between these components is carried out harmoniously, the office can be well-organized, making it stronger and its performance will improve.

## **Methods**

### **Research Type and Data Sources**

This study employed a qualitative approach with a descriptive analytical method. This approach was used because the study aimed to understand the communication strategies implemented by the Takalar Police Chief in increasing the motivation of police officers at the Takalar Police Office. Through a qualitative approach, the researcher was able to explore information in depth regarding communication patterns, leadership practices, motivation, and obstacles encountered in the organizational context.

The data used in this study consisted of primary and secondary data. Primary data were obtained directly from informants through interviews and field observations. Meanwhile, secondary data were collected from relevant documents, institutional records, activity reports, photographs, and other supporting materials related to communication activities and organizational practices within the Takalar Police Office.

### **Research Location and Time**

This research was conducted at the Takalar Police Office, located at Jl. H.M. Manjarungi No. 1, Takalar. The location was selected because it was directly related to the research focus, namely the communication strategy of the Takalar Police Chief and its relationship with police officer motivation. In addition, the location provided access to the required data, informants, and institutional documents.

The research was carried out for approximately three months, from October to December 2025.

### **Research Informants**

The informants in this study were selected based on their positions, roles, and relevance to the research topic. The selected informants were considered capable of providing accurate and meaningful information regarding the communication strategy of the Takalar Police Chief and its influence on police officer motivation.

The informants included structural officers and unit heads within the Takalar Police Office, such as the Head of Operations, Head of Planning, Head of Human Resources, Head of Samapta Unit, Head of Community Policing Unit, Sector Police Chief, Head of Professional and Security Section, Head of Information and Communication Technology Section, Head of General Section, and Head of Finance Section.

### **Data Collection Techniques**

Data collection in this study was conducted through observation, interviews, and documentation.

Observation was carried out by directly observing activities in the field, especially the communication process between the Takalar Police Chief, structural officers, and police members. This technique was used to obtain a direct understanding of communication practices, coordination, supervision, and leadership interactions within the organization.

Interviews were conducted with selected informants who held structural positions within the Takalar Police Office. The interviews aimed to obtain information regarding the communication strategies applied by the Police Chief, the forms of motivation given to members, supporting factors, and obstacles faced in communication. The interviews were conducted directly using interview guidelines prepared by the researcher.

Documentation was used to collect secondary data related to institutional activities, meetings, community service programs, administrative documents, photographs, and other relevant records. Documentation served as supporting evidence to strengthen the data obtained from observation and interviews.

### **Data Analysis Techniques**

The data analysis technique used in this study followed the qualitative data analysis process, which consisted of data collection, data reduction, data display, and conclusion drawing or verification.

Data collection was conducted through observation, interviews, and documentation. All data obtained from the field were recorded and organized according to the research focus.

Data reduction was carried out by selecting, simplifying, and focusing the data that were relevant to the research problem. Irrelevant or repetitive data were eliminated, while important data related to communication strategies, motivation, supporting factors, and inhibiting factors were retained for further analysis.

Data display was conducted by presenting the data in a systematic narrative form. The data were organized based on key themes, such as persuasive communication, supervision, praise and rewards, role modelling, social activities, discipline, obedience, communication, and cooperation.

Conclusion drawing and verification were conducted after the data had been interpreted. The conclusions were drawn based on the patterns and meanings found in the data. Verification was

carried out by comparing information obtained from interviews, observations, and documentation to ensure the validity and consistency of the research findings.

### **Data Validity**

To ensure the validity of the data, this study used triangulation by comparing data obtained from different sources and techniques. Information from interviews was checked against observation results and supporting documentation. This process was conducted to strengthen the credibility of the findings and to ensure that the conclusions accurately reflected the conditions observed at the Takalar Police Office.

## **Results and Discussion**

### **Takalar Police Chief's Communication Strategy**

#### ***Takalar Police Department Profile***

Over time, Takalar Regency was formed in 1960, having previously been part of Jeneponto Regency. One of the senior civil servants, HAJI DONGGENG DG NGASA, who was tasked with running the Jeneponto Regency government, took the initiative, which was welcomed by Takalar community leaders. He then formed a committee to expand Takalar Regency. In 1960, Takalar officially separated from Jeneponto Regency on February 10, 1960. The Takalar Police Department, an entity of the Republic of Indonesia Police, was formed after 1960. The Takalar Police Department office was located in Old Takalar at that time, including the police station offices consisting of the Polong Bankeng Utara Police Station, Polong Bankeng Selatan Police Station, Mangara Bombang Police Station, Mappakasunngu Police Station, Galesong Selatan Police Station, and Galesong Utara Police Station.

#### ***Persuasive Communication***

Persuasive communication is the process of conveying a message aimed at influencing, convincing, or changing the attitudes, opinions, and behavior of others to align with the communicator's desires. One form of communication employed by the Takalar Police Chief to increase the motivation of Takalar Police Resort Officers is through conducting and implementing persuasive communication, as illustrated in the interviews.

The results of the interviews with the Head of Human Resources and the Head of Operations reflect the Takalar Police Chief's habits in communicating persuasively with Takalar Police Resort Officers.

*"If cooperation with members is well-established, the goals of an organization will be quickly realized. However, if there is distortion (ambiguity) in the cooperation, the goals we want to achieve will not be successful or achieved."*

Suranto believes that a well-functioning office is characterized by synergistic and harmonious cooperation between various components, constant communication, mutual correction, and collaborative work. The researcher juxtaposes this with the philosophy of "SIPAKA INGA, SIPAKA TAU, SIPAKA LABBIRI," and a division of tasks among other components to achieve optimal results. Similarly, the Takalar Police Department organization cannot be said to be functioning well due to several factors, including: The police chief's communication strategy is not yet appropriate, given the inadequate standards and conditions. Police officers' work motivation is not optimal due to a lack of commitment and oversight from leadership. Lack of cooperation and mutual understanding in building organizational quality and management. The results of interviews with the Head of the Supervision Section, Adjunct Commissioner Khasani, and the Head of the Propam Section, Adjunct Commissioner Sri Muhammad Fajar, regarding the frequency and habits of the Takalar Police Chief in

supervising police officers, indicate that one of the things the Police Chief does in implementing a communication strategy for the Takalar Police Department is conducting supervision, both directly and indirectly. In this study, the results of interviews with the Head of Propam Takalar Police provided answers that were often carried out in accordance with conditions found in the field, namely at Takalar Police.

*"The Takalar Police Chief consistently supervises members in law enforcement functions, including the Criminal Investigation Unit, the Finance Department, and the Public Services Division, ensuring that police activities are running smoothly."*

Observations and interviews with internal supervisory task developers confirmed the Chief's consistent practice of supervising police officers. This reinforces the belief that the Chief's supervision is part of a communication strategy conveyed to the Takalar Police Resort. This consistent practice fosters a strong emotional bond, fostering discipline and obedience to orders from superiors, namely the Chief.

### ***Providing Praise and Rewards***

In a strong organization, fostering a strong relationship between leaders and subordinates significantly impacts the achievement of the Takalar Police Resort's Vision and Mission, namely providing a sense of security to the community and maintaining public order and safety. Likewise, the Chief of Police is able to adapt well and provide rewards and appreciation for the performance of each member of the Takalar Police Resort's duties. There are several ways to give praise and awards, including certificates, opportunities to register as an Inspector, and Umrah tickets. This can also be seen in the Police Chief's habit of giving praise and awards during interviews. Observations and interviews with the Head of Human Resources, Adjunct Commissioner of Police Totok Rohyadi, revealed that the frequency of the Police Chief's praise and awards to Takalar Police Resort officers indicated:

*"As the Head of Human Resources, I always receive orders to collect data on Takalar Police Resort personnel who meet the criteria for high dedication and success in carrying out their duties, including uncovering incidents, so that they can be discussed through a Wanjak Council meeting to award awards and plan the ceremony."*

According to observations and interviews with the Head of Human Resources, Adjunct Commissioner of Police Totok Rohyadi, who answered, "The Police Chief consistently gives praise and awards to Takalar Police Resort officers, this reinforces the Police Chief's commitment to awarding praise and awards as part of his communication strategy. Giving Fujian is an appropriate thing for the police chief to do to the Takalar police resort officers to appreciate the work of his members and motivate them.

### ***Be an Example***

In synergizing the desires of the leadership (the Police Chief) with those of subordinates (the police officers), the leadership, typically rooted in the ability of the police chief to be a role model and a good example for his or her members. This means that the police officers can carry out their duties well in accordance with their primary duties and roles of maintaining public security and order. They must also maintain a positive image of the police by prioritizing excellent service and prime police service to gain recognition from the community they serve. They must also demonstrate concrete examples of integrity and discipline by avoiding hedonism and flaunting luxury. They must maintain a positive attitude and behavior in daily life, and they must comply with police regulations and codes of ethics, as well as other laws and regulations.

Service and Professionalism: Providing excellent public service, professionally greeting the public with the 3S slogan: smile, greet, and say hello. They must also conduct dialogue patrols and village visits to anticipate potential threats and opportunities. They must also build communication with community leaders, religious leaders, and other community organizations. Transparency and accountability, signifying greater responsiveness and transparency in the enforcement of cases handled, support a police force that is clean, humane, and trusted by the public. Head of Human Resources, Assistant Commissioner of Police Totok Rohyadi, provided an answer regarding the Police Chief's ability to serve as a role model for example at the Takalar Police. He answered,

*"According to observations and interviews, the Chief's habit of consistently setting an example and being a role model for the police force reinforces the fact that the Chief's good example is part of the communication strategy implemented by the Police Chief at the Takalar Police."*

### ***Social Activities***

In organizational life, including the police force, social activities are a way for the Chief to gain public sympathy. These social activities foster togetherness, which strengthens the relationship between the community and the police. The habit of doing good and caring for others will have positive consequences. The Takalar Police Chief uses several approaches to foster collaborative, sensitive interactions. These habits will spread throughout future relationships, fostering strong communication.

*"Answered According to the results of observations and interviews with the Head of the Takalar Police Community Development Unit, Assistant Commissioner of Police Sarro, "Always providing answers regarding the police chief's habit of providing social activities with police officers, means providing reinforcement that providing good examples carried out by the police chief as part of the communication strategy implemented by the police chief at the Takalar police."*

### **Supporting and Inhibiting Factors in Implementing the Takalar Police Chief's Communication Strategy.**

#### ***Organizational Structure of the Takalar Police Department***

Police Regulation Number 2 of 2021 concerning Organizational Structure and Work Procedures at the Resort and Sector Police Levels states that this organizational structure aims to establish a system of accountability, from the Chief of Police as the leader to the principal officers, namely the police chiefs within the Takalar Police Department. It focuses on the motivation of police officers, ensuring they are capable of carrying out their duties, coupled with the cooperation of all stakeholders in the community and the government. Maximized police officer motivation will strengthen the police organization and create a conducive environment within the community. The officers, including the police chiefs, are also expected to be able to perform the same duties as the Takalar Police Chief, namely providing motivation to police officers and members under their auspices.

#### ***Discipline***

In an organization, specifically the Indonesian National Police (Polri), each member (the Takalar Police Chief, his assistant staff, and the main task force, namely the police chiefs), consistently maintains discipline in carrying out their police duties. This allows for more effective use of time and other work-related matters. A police officer can set a disciplined example for his subordinates and the community. This can stimulate a public response in carrying out their duties to maintain public order and security. The following describes the

disciplinary behavior of each member of the Takalar Police Resort. Interviews based on the frequency and habits of the Police Chief, indicate examples of disciplinary behavior among Takalar Police Resort officers. According to observations and interviews with the Head of the Propam Section, Adjunct Commissioner of Police Sri Muhammad Fajar and Adjunct Commissioner of Police Muh. Khasani, who provided answers,

*"The answer is that the disciplinary behavior habits implemented by police officers reinforce the ability of officers to practice discipline in their daily work. Therefore, by providing reinforcement and hope to the Chief of Police, as part of the communication strategy, disciplinary behavior has the potential to set an example and spread to other police officers at the Takalar Police Station."*

Relevant to Herzberg's two-factor theory, job satisfaction and dissatisfaction stem from two distinct factors.

### **Communicative**

All habits in establishing interactions or relationships that are fostered through communication will maximize and minimize any communication gaps or misunderstandings. The following table outlines how a member possesses competence or strengths in communicating with the Chief of Police at the Takalar Police Station. Interview respondents are distributed based on the frequency/habit of the Chief of Police actively communicating with Takalar Police officers.

*"According to observations and interviews with the Head of the Supervision Section, Assistant Commissioner of Police Khasani, who responded, 'Always maintain a habit of active communication with the Chief of Police. This reinforces the police's ability to actively communicate in their daily work at the office and with the Chief of Police, thereby providing reinforcement and hope to the Takalar Police Chief.'"*

The habit of effective communication has the potential to provide opportunities for more intensive communication with everyone, in order to achieve the Vision and Mission established by the Takalar Police.

### **Obedience and Compliance with Rules and Orders**

Obedience and compliance are behaviors worthy of emulation, especially as they are implemented within the Takalar Police Department. The habit of obedience and compliance emphasizes mutual respect for one another, "SIPAKA INGA, SIPAKA TAU, AND SIPAKA LABBIRI," and also embodies the principles of the Tribrata and Catur Pratsetya police principles. A good police department is characterized by officers fulfilling their primary duty of serving, protecting, and protecting the public. The following describes the level of compliance carried out by police officers with their leadership and applicable regulations at the Takalar Police Department. These regulations include the Republic of Indonesia National Police Law, Police Regulations, Government Regulations concerning the Republic of Indonesia National Police Code of Ethics, and other binding regulations.

*"According to the results of observations and interviews with the Head of Propam Takalar Police, Adjunct Commissioner of Police Sri Muhammad Fajar, who always answered that the habit of behaving obediently/compliantly with the police chief means providing reinforcement that police officers are able to carry out obedient and compliant behavior in their daily lives at the office and towards the police chief. Thus, it provides reinforcement and hope to the police chief as part of the Communication Strategy carried out in the Takalar Police area to help members improve their performance. The habit of doing good deeds of obedience and compliance has the potential to improve their performance as Takalar Police Officers."*

### ***Cooperation***

Cooperation is a characteristic and attitude demonstrated by individuals in working together to make work easier, lighter, and more effective. It is the willingness and ability to cooperate with one another. This includes the actions of police officers and the Chief of Police at the Takalar Police Station. Cooperation can also be implemented vertically, horizontally, diagonally, and cross-sectorally. The author will present the following table:

According to observations and interviews with the Head of Operations and the Head of Planning, both officials consistently responded that the cooperative habits implemented by the Takalar Police Station are a means of strengthening members' ability to work together in their daily work. This, in turn, provides reinforcement and hope to the Chief of Police. As part of the Communication Strategy implemented at the Takalar Police Station, the habit of implementing cooperation has the potential to simplify even difficult tasks, making them easier and more effective, ultimately increasing the work motivation of the Takalar Police Station.

The discussion of research results is intended to provide an explanation of the research findings obtained in the field, including analysis of observations, interviews, and photographs used as research findings.

A more detailed discussion is presented as follows:

#### **Members' Assessment of the Takalar Police Chief's Communication Strategy at the Takalar Police Station.**

The police chief's communication strategy in this study refers to the communication methods employed by the police chief in leading, managing, and evaluating police officers at the Takalar Police Station.

#### ***Persuasive communication***

Such as face-to-face communication, as reflected in the research findings, both through observation and interviews, and other supporting documents. This indicates that the Takalar Police Chief's actions were highly appropriate. Interpersonal persuasive communication is communication between individuals (Littlenjohn, 1999).

This special form of persuasive communication is personal communication involving only two people face to face which allows each participant to capture the reactions of others directly, both verbally and nonverbally, such as husband and wife, two colleagues, two close friends, a teacher with a student and so on. Steward L. Tubbs and Sylvia Moss (in Deddy Mulyana, 2005), said that the characteristics of persuasive communication are that the communication participants are in close proximity, the communication participants send and receive messages simultaneously and spontaneously, both verbally and nonverbally.

#### ***Supervision***

The supervision conducted by the Chief of Police in implementing the Communication Strategy at the Takalar Police Station was quite successful, as observed and interviewed by many who responded that the Chief of Police had conducted supervision as required by a Chief of Police. Several communication theories state that supervision is a form of sustainability response. The Chief of Police must recognize that supervision is essential to ensure that all organizational activities are easily and effectively monitored by the Chief of Police. Implementing supervision and maintaining communication will easily yield beneficial results for the Chief of Police in managing and addressing any future obstacles at the Takalar Police Station.

### ***Praise and Supervision***

The research findings in this paper clearly demonstrate that the Takalar Police Chief's implementation of the communication strategy in question has been deemed successful. This demonstrates that, in carrying out the police organization's mission, the practice of giving praise or awards to Takalar Police officers has a positive and extraordinary impact on the sustainability of the police organization, particularly at the Takalar Police Station. As stated by Deddy Mulyana (333.2007) that praise and appreciation are part of the success of communication between leaders and subordinates. Communication will be stronger if the communicator (Chief of Police) provides a stimulus (Message) in the form of praise and appreciation to the Communicant (Takalar Resort Police Officer), in achieving an organizational goal in the police. It cannot be denied that the provision of praise and appreciation will increase the positive influence on the Takalar Resort Police Officer concerned. Imagine if a member of the police officer receives praise or even an award directly from the Chief of Police, they will try to continue to maintain their achievements and even their performance to continue to progress and develop so that in this study the Chief of Police has been considered successful in providing a communication strategy to maintain a conducive working relationship at the Takalar Resort Police Office. Furthermore, social psychology theory suggests that giving praise and awards has a contagious positive effect on the recipient due to the motivation and maximum cooperation of the recipient. Therefore, it is hoped that the communication strategy implemented by the Chief of Police will be maintained for the advancement of the police organization in general.

### ***Being an Example and Role Model***

Being an Example and Role Model has been quite successful for the Takalar Police Chief, as evidenced by the number of observations and interviews conducted by Police Commissioner Sudirman, SH.

*"He stated that the Chief of Police has set an example and even become a role model within the Takalar Police Resort. This confirms that the Chief of Police's communication strategy of being an example and role model can have a positive influence on the institution he leads, in this case the Takalar Police Chief."*

In communication theory, the success of a communicator can be determined by the extent of the influence he has on his contacts. Considering the above reality, the Chief of Police has been able to exert a significant positive influence on the Takalar Police Resort officers, encouraging them to follow the Chief's wishes. Police activities will improve and be carried out as expected if all stakeholders (the Police Chief and police officers) can carry out their functions and authorities effectively. A comprehensive social study suggests that all leaders should be role models and role models for their subordinates.

### ***Social Activities: Blood Donation and Outreach***

The social activities conducted by the Takalar Police Chief in Takalar Regency generally had a positive impact on the Takalar Police Resort officers. It was stated that the Chief's communication strategy through social activities inspired the Takalar Police Resort officers to be more sensitive and concerned about social activities. The frequency and habit of participating in social activities has intensified communication between the Chief and police officers, impacting the desire and willingness of police officers to do the same. The analysis concluded that the Takalar Police Chief's communication strategy is effective. This demonstrates that the Chief's communication is functioning optimally. This result was achieved thanks to the Chief's efforts and integrity, who implemented a communication strategy that was easy and understandable for his officers. Based on the explanation above, the author assumes

that the Takalar Police Chief's communication strategy is highly beneficial and can be followed by members, becoming a habit and incorporated into the police department's Vision and Mission. Therefore, the Police Chief's strategy is an integral part of the overall police organizational management process. This implies that communication strategy is not a simple component, but rather interconnected with the commitment and goodwill between the Police Chief and police officers in establishing appropriate, rapid, and effective interaction and communication.

## **Supporting and Inhibiting Factors in the Implementation of the Takalar Police Chief's Communication Strategy**

### ***Supporting Factors***

Police Officer Motivation refers to the results or ability of police officers to enforce regulations at the Takalar Police Office. Their ability and work results can be measured through indicators such as discipline, communication, obedience, and the ability to work well together. These are the supporting factors for the Takalar Police Chief's success.

### **Discipline**

In this study, the indicator of discipline was among the Takalar Resort Police officers. Their performance has been significantly improved. This was evident in interviews with the Head of the Propam Section, Adjunct Commissioner of Police Sri Muhammad Fajar, and the Head of the Supervision Section, Adjunct Commissioner of Police Khasani, who stated:

*"The Takalar Resort Police officers have been able to implement discipline in their duties at the office. This reinforces the Chief of Police's ability to implement effective and appropriate communication strategies. Thus, the Chief of Police's success is evident in the implementation of discipline among each member, which will improve their performance in serving, protecting, and protecting the public."*

According to expert Thomas Gordon, discipline is behavior and order that comply with regulations and ongoing training. Attitudes and behaviors, or prevailing norms, both internal and external, are intended to control behavior and develop personality to achieve specific goals.

### **Communicative**

Research findings, conducted through interviews with the Head of Operations, Police Commissioner Abdul Halim, S.Sos., M.Ap., and the Head of Planning, Police Commissioner Sudirman, SH., stated that:

*"The Takalar Police Department can communicate effectively with their leader or the police chief, using the chain of command, in carrying out their duties. Police officers who can communicate effectively demonstrate the effectiveness of communication with the police chief because there is no distance between them. Interview results indicate that they can actively communicate with the Takalar Police Chief."*

According to Effendi Gozali (23, 2010), communication theory measures communication success by observing how frequently they interact. This study assumes that the Takalar Police Chief has been able to navigate the police environment to implement communication strategies through active communication with the Takalar Police Department officers. Therefore, the more accustomed they are to communication, the better the relationship between the Takalar Police Chief and the Takalar Police Department officers will be.

## **Obedience/Compliance**

The obedience and compliance of the Takalar Police Resort officers in this study is unquestionable. The results of the study indicate that, on average, based on observations and interviews with the Head of Propam, Adjunct Commissioner of Police Sri Muhammad Fajar and Adjunct Commissioner of Police Acmad Saleh, SH., MH, the following opinion was given:

*"Members can demonstrate an attitude of obedience and compliance towards their leaders because the Takalar Police Resort officers do the same, namely adhering to statutory regulations and Regulation Number 2 of 2003 concerning Discipline, obedience and compliance towards their leaders, namely the Chief of Police. This confirms that in this study, the Chief of Police has successfully implemented communication methods or strategies to increase obedience among members of the Takalar Police Resort."*

According to social theory in the book Social Science Theories (Tahir Malik 2005), the success of a leader can be measured by the extent to which his followers obey their leader's instructions. Obedience is built to respect and position each person's function and authority so that a conducive atmosphere is created within the Takalar Police environment. The Takalar Police Chief demonstrated the ability to work collaboratively within the Takalar Police Department, as evidenced by observations and interviews.

The Head of Planning for the Takalar Police Department, Police Commissioner Sudirman, SH, and the Police Chiefs of the Takalar Police Department stated that the activities carried out by the Takalar Police Department officers, with;

*"Collaboration is evident and occurring within the Takalar Police Department. This reaffirms the Police Chief's role as a leader, which has been effectively implemented by prioritizing HTCK (Work Procedure Relationships), so that the tasks assigned to members can be carried out effectively in accordance with the Takalar Police Department's Vision and Mission, namely Creating Security and Order."*

Management theory states that to achieve smooth work, mutually beneficial cooperation is essential, so that all problems can be resolved easily. The analysis revealed that the motivation of Takalar Resort Police officers generally demonstrates good performance, meaning they are able to meet the minimum standards of success in protecting, serving, and serving the community. To improve the work motivation of Takalar Resort Police officers, determining factors such as the Chief of Police's communication strategy through persuasive communication, praise, and awards require serious attention. The Chief of Police, along with the Takalar Resort Police officers, must be proactive in implementing new and innovative breakthroughs by designing effective and engaging communication strategies among members. The motivation of Takalar Resort Police officers is one of the basic competency development parameters prepared by police leadership to enhance their abilities and creativity according to their developmental stages, thereby achieving maximum performance.

## **Inhibiting Factors**

Factors inhibiting the communication and motivation of a leader, in this case the Chief of Police, occur when miscommunication or distorted orders occur, resulting in poor task execution. These include orders with unclear direction and objectives, sudden orders that must be implemented immediately, as described by Djuanaidi Maskat in his book Effective Leadership in the Indonesian National Police (Lembang, Bandung, 1992): 1) Assigning responsibilities and authority to subordinates; 2) Providing records of targets to be achieved by

subordinates; 3) Conducting training to improve skills; 4) Providing fairness; 5) Encouraging participation and suggestions in decision-making.

This ensures that the Chief of Police's duties and obligations are carried out effectively in accordance with the desired work program, namely public order and security, rather than the opposite, which results in communication and motivation not being aligned with the desired goals.

## Conclusion

The Takalar Police Chief's communication strategy emphasizes that persuasive communication can serve as an example/role model. He consistently praises and rewards members of the Takalar Police Resort, and engages in social activities that positively impact the motivation of the Takalar Police Resort, in accordance with Law Number 2 of 2002 concerning the Police and other basic regulations, namely Tri Brata and Catur Prasetya. The Police Chief's Motivation of Police Officers at the Takalar Police Resort demonstrates his appreciation and desire that by implementing an effective communication strategy, the motivation of police officers through a communicative approach, discipline, obedience, and the ability to cooperate with the Police Chief will further enhance their performance. The Police Chief's communication strategy has a strong relationship with increasing the motivation of police officers at the Takalar Police Resort. This is indicated by the implementation of all aspects of the structured governance and governance through Police Regulation Number 2 of 2021 concerning Organizational Structure at the Resort and Police Sector levels.

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