

## **ABSTRACT**

### *Public Relations Division Visual Brand Communication Design*

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*Police are law enforcement officers who have the duty and authority to maintain public order, maintain security, and protect the community. Therefore, the presence of the police is often felt to have two opposing sides, thus creating a stigma for the community. The first point, is intended to see the police from the ideal side. The presence of the police in the community is a must, so it takes almost 24 hours. If in the community there is a case from another person or anything that makes the community feel insecure, at that time the police are required to be present. In carrying out their duties, the protectors and protectors who are ready to serve the community are not as beautiful as their slogan. A lot of negative news about the Police that always invites a lot of negative comments on social media today, causing stigma. To counter the bad news, the National Police has a Public Relations Division which serves as a distributor of information related to the positive activities of the Police, but it has not been maximized and is widely accepted by some people, especially the Generation Z community. Therefore, this visual brand communication design was carried out with the results which will later be implemented in information & communication media. This design uses observation data collection methods, interviews, questionnaires and literature study with comparison matrix analysis, AISAS and SWOT. This design aims to strengthen the Brand Communication of the Police Public Relations Division in order to provide a good image in the community.*

*Keywords: Police Public Relations Division, Stigma, Generation Z, Brand Communication.*