EFFECTIVENESS OF MEDIA INTELLIGENCE IN SUPPORTING THE 2024 REGIONAL ELECTIONS

Trevian Siboro[1], Reynaldi Mikha[2] dan Andi Fardhan[3] dst.
Angkatan ke-56, Akademi Kepolisian

ABSTRACT

The 2024 Regional Elections in Indonesia, held in conjunction with legislative and presidential elections, mark a critical moment for democratic governance, presenting both opportunities and complex challenges in maintaining security and order. The simultaneous elections introduce new risks in the form of misinformation, computational propaganda, and cyber threats due to advancements in information technology and the spread of the post-truth phenomenon. In response, the Indonesian National Police have implemented "Operation Mantap Praja 2024," an initiative designed to secure each stage of the electoral process. This study explores the strategic application of media intelligence within this operation, specifically in areas of early detection and information monitoring, to anticipate and address security vulnerabilities in real time. Media intelligence plays a pivotal role in this context by enabling the analysis of vast data from various media sources, utilizing open-source intelligence (OSINT), data mining, and machine learning techniques. This capability allows for timely intervention and proactive measures against potential threats, enhancing the resilience of public security efforts during the electoral period. Key areas of focus include digital leadership, resource allocation, and the integration of media intelligence with conventional policing strategies. Findings indicate that effective application of media intelligence not only strengthens public security but also supports the democratic process by mitigating polarization and the spread of misinformation. This research contributes valuable insights into how media intelligence can be institutionalized within law enforcement to safeguard democratic practices, particularly in an era characterized by rapid technological change and heightened political dynamics

Keywords: *Media Intelligence, 2024 Regional Elections, Cyber-Security, Cyber-Threat, Digital Leadership*

I. INTRODUCTION

The 2024 Regional Head Elections in Indonesia represent a significant political milestone, as they are being held simultaneously with legislative and presidential elections across 38 provinces and 514 districts/cities. This synchronized electoral process aims to enhance democratic participation and foster collective awareness about the importance of safe and peaceful elections grounded in fairness and transparency. However, the current state of unrestricted democratic freedom poses potential risks to public order and security, with concerns that democracy may devolve into violations threatening national stability (Kherid, 2021).

In response, the Indonesian National Police have launched Operation "Mantap Praja 2024," prioritizing preemptive and preventive measures supported by intelligence activities to ensure a secure and orderly election process. This initiative addresses multifaceted challenges arising from advancements in information and communication technology characteristic of the Industrial Revolution 4.0 and Society 5.0. These developments have led to a post-truth era where emotions and personal beliefs often overshadow factual information, allowing misinformation to spread easily.

Political tactics such as identity politics, black campaigns, and the use of unregulated social media "buzzers" have resulted in widespread hoaxes and hate speech, transforming sensitive issues into tools for electoral gain and causing increased polarization and conflict. Studies indicate a significant use of computational propaganda aimed at attacking political opponents and dividing society.

To combat these challenges, media intelligence has become crucial in supplementing conventional intelligence methods for early detection of potential public security vulnerabilities during the elections. This involves covert surveillance and systematic collection and analysis of data from various media sources using open- source intelligence (OSINT), data mining, and machine learning techniques. By integrating technological advancements with human intelligence, law enforcement aims to enhance their capacity to gather and process information rapidly, thereby maintaining public security in the digital era and ensuring the integrity of the 2024 regional elections

The organizational resources of the Department of Intelligence of the Purwakarta District-Level Police support the duties and role of the agents in efforts to ensure the continuity of the 2024 regional elections. Intelligence agents play a significant role in conducting the process of early detection, carrying out preemptive and preventive actions to ensure the continuity of the 2024 regional elections in the jurisdiction of the Purwakarta District-Level Police. The identification of the problem above, leads to these following questions:

1. How is digital leadership applied in implementing media intelligence for the 2024 simultaneous regional elections?

2. How does organizational resource support affect the performance of the intelligence Department for the 2024 simultaneous regional elections?

3. How does media inteliigence support the success of the 2024 simultaneous regional elections?

The objectives of this study focuses on exploring key aspects of media intelligence and its role in the 2024 simultaneous regional elections. First, the

study aims to describe how digital leadership is applied in implementing media intelligence, highlighting how leadership strategies influence the effective deployment of digital tools and practices in the electoral process. Second, it seeks to examine the impact of organizational resources on the Intelligence Department's performance, recognizing that adequate support and resources are crucial for enhancing operational capabilities during the elections. Finally, the study intends to analyze the specific media intelligence activities carried out by the Intelligence Department to ensure the successful and continuous monitoring of the election process. Through these objectives, the study aims to provide a comprehensive understanding of how media intelligence, supported by effective leadership and resources, contributes to maintaining security and integrity throughout the 2024 regional elections.

II. LITERATURE REVIEW

This study uses various theories and concepts as analytical tools, as follows:

a. Technology Acceptance Model (TAM) Theory

TAM suggests that Perceived Usefulness and Perceived Ease of Use influence Attitude Toward Using technology. Additionally, improvements in Perceived Ease of Use directly impact Perceived Usefulness because systems that are easy to use require less time to learn, allowing individuals to focus on other tasks, thereby enhancing performance effectiveness. In TAM, Attitude Toward Using represents a stance on system usage, showing acceptance or rejection as an outcome of technology application in work. Behavioral Intention to Use reflects a tendency to continue using technology.

Thus, TAM shows that when users encounter new technology, several factors influence their decision to use it, including: (1) perceived usefulness, representing the belief that technology will improve job performance; (2) perceived ease of use, reflecting the belief that using technology is effort-free and more straightforward than conventional methods; (3) attitude toward technology use as a behavioral tendency to keep applying the technology; and (4) interest in using the system, perceived as the individual's intention to utilize information technology. Applied to media intelligence, TAM describes how the Purwakarta District- Level Police Department of Intelligence personnel accept and utilize information and communication technology from open sources (OSINT) to support media intelligence and reduce potential public security vulnerabilities during each phase of the 2024 simultaneous regional elections.

b. Organizational Resources

Theory Organizations use their resources to achieve goals, where optimal resource utilization enhances competitive efficiency. Stoner (2006) defines organizational resources as a continuous cycle that persists as long as the organization exists, involving techniques, tactics, strategies, and problem-solving approaches. Purnama and Suntoyo (2024) explain organizational resources as managing and arranging the available resources within an organization to meet its established goals. These resources include workforce, finances, time, technology, and other assets that improve organizational efficiency, productivity, and competitiveness.

From these two theories, it can be said that organizational resources represent a

strategic management approach that emphasizes the importance of an organization's internal resources as key factors determining competitive advantage and organizational performance. To achieve sustainable competitive advantage, Madhani (2009) explains that an organization must possess resources that meet four main criteria known as VRIN (Valuable, Rare, Inimitable, and Non-substitutable):

(1) Valuable: organizational resources are valuable if they provide strategic value to the organization, helping it to capitalize on market opportunities.

(2) Rare: organizational resources must be unique or unavailable to competitors to offer a competitive edge.

(3) Inimitable: organizational resources can serve as a foundation for sustainable competitive advantage because they cannot be imitated

(4) Non-substitudeable: there are no other resources that can replace the function or benefit of these resources

The elements of Organizational Resources include various types of assets and capabilities owned by an organization. Stoner (2006) categorizes organizational resource elements into four components: human resources (man), budget (money), infrastructure (materials), and methods, as explained by the following indicators:

a. Human Resources (man): The individuals who carry out activities to achieve the organization's goals. Human resources are assets owned by the organization, working within its environment to realize its objectives.

b. Budget (money): A crucial tool for achieving goals, as all expenses must be calculated rationally. This includes determining the funds needed for labor salaries, necessary tools, and expected organizational outcomes.

c. Infrastructure (materials): Refers to buildings, equipment, technology, raw materials, and other essentials required to carry out organizational activities.

d. Methods: The work procedures and operational standards that help ensure activities are conducted in line with the intended objectives.

Each organizational resource element must be managed and optimized by the organization to maintain a competitive advantage and integrated effectively through dynamic organizational strategies and capabilities, thus supporting the organization in achieving its goals. In this study, organizational resource elements are used as the basis for describing how the Purwakarta District-Level Police Department of Intelligence manages its organizational resources to support the implementation of media intelligence in Operation "Mantap Praja 2024".

c. Theory of Effectiveness

Rosalina (2012), states that effectiveness can be measured by three indicators, shown below:

a. Clarity of Strategy: This serves as the foundation for effective media intelligence implementation. A clear strategy should define the main objectives, targets, and steps to achieve those goals. In the context of Operation "Mantap Praja 2024", a clear strategy will ensure that media intelligence is focused on the most relevant areas, such as monitoring public opinion, detecting disinformation, and identifying potential threats.

b. Planning: This involves comprehensive planning, including identifying necessary resources, allocating tasks, and setting key performance indicators. In Operation "Mantap Praja 2024", thorough planning will ensure that all implementation elements, from data

collection to analysis and reporting, are systematically addressed..

c. Analysis Process: The analysis process is the core of media intelligence, where collected data is processed into relevant and actionable information. The effectiveness of the analysis depends on the methods and tools used, the quality of the data, and the expertise of analysts in interpreting intelligence data or information..

d. Supervision and Control System: This system not only ensures that media intelligence implementation proceeds according to plan but also serves an educational purpose by providing constructive feedback to the team. In the context of Operation "Mantap Praja 2024", this system involves continuous monitoring of strategy implementation, performance evaluation, and necessary adjustments based on supervisory results, leading to ongoing improvement and enhanced personnel performance capacity.

d. Concept of Intelligence

Intelligence relates to the processes of early detection and early warning, enabling policymakers to possess foreknowledge regarding potential disturbances across ideology, politics, economy, socio-culture, and security. This aligns with Indonesia's National Intelligence Law No. 17 of 2011, Article 1, which defines intelligence as knowledge, organization, and activities related to policy formulation, national strategy, and decision- making based on analysis of information and facts collected for early detection and prevention.

e. Concept of Media Intelligence

According to Habibi et al. (2022), media intelligence is a method used to monitor public opinion on perceptions of government policies using tools that analyze online users' conversations. Faroqie et al. (2024) states that media intelligence involves collecting data from open sources like Facebook, Twitter, Instagram, other social media platforms, and online, print, and electronic media to identify trends and issues within society, allowing rapid response to public opinion changes or emerging urgent issues. Media intelligence is crucial for monitoring, analyzing, and responding to circulating information across media for organizational purposes and development

f. Concept of Police Operations

Police operations refer to a series of actions carried out by law enforcement to maintain security, order, and law enforcement systematically to uphold public safety. Article 1 of the Indonesian National Police Regulation No. 1 of 2019 on the Indonesian National Police Operational Standards defines police operations as organized activities designed to prevent, handle, and address public security disturbances within a specified time frame, targeting designated areas, methods of action, personnel, logistical support, and budgets. These operations include specific operational targets and Task Forces. The concept of Police Operational Management involves planning, organizing, implementing, and controlling these police operations.

III. RESEARCH METHODS

1. Research Approach

This chapter outlines the qualitative research approach using a descriptive method to explore the effectiveness of media intelligence in supporting the 2024 regional elections. The researcher acts as the primary instrument, collecting data

directly from the field and employing an inductive approach to analyze naturally gathered data.

2.   Type of Research

The research is descriptive, aiming to provide a detailed depiction of the effectiveness of media intelligence in supporting the 2024 regional elections. Data collection is conducted through three main methods: in-depth interviews with relevant informants, direct observations of patrol activities, and document reviews of relevant official reports and guidelines.

3.   Research Focus

The study focuses on the effectiveness of media intelligence in assisting the department of intelligence in conducting intelligence activities.

4.   Research Location

The research was conducted within the jurisdiction of the Purwakarta District Police in the Purwakarta Regency, West Java. This location was chosen for its significant social dynamics and security challenges, particularly concerning the application of media intelligence in supporting the 2024 regional elections.

5.   Data Collection Techniques

Data was collected using three primary methods:

- Observation: The researcher directly observes the execution of media intelligence.
- Interviews: Conducted with informants, including intelligence agents, to gain insights into the effectiveness of media intelligence.
- Document Studies: Used official documents such as reports and guidelines to supplement secondary data.

6. Data Validity

Data validity was ensured through triangulation, comparing data from various sources such as interview results, observations, and documents. This technique guarantees the accuracy of data and ensures that findings align with the realities observed in the field.

7. Data Analysis Techniques

Data was analyzed using interactive analysis models, involving data collection, reduction, presentation, and iterative conclusion drawing. This process helps identify patterns, themes, and relationships relevant to the research focus.

8. Preliminary Conclusion

This chapter establishes a robust methodological foundation to evaluate the effectiveness of media intelligence in supporting the 2024 regional elections. By employing an in-depth qualitative approach, the research aims to provide recommendations for improving the department of intelligence's efforts in supporting the 2024 regional elections within the Purwakarta Police jurisdiction.

IV.   RESEARCH RESULTS AND DISCUSSION

The focus of this research includes a general overview of the research area, which in this case is the Jurisdiction of Purwakarta Police Department, which is a regency in West Java Province, geographically located in the northern central part of West Java Province, positioned between 6°25' - 6°45' South Latitude and 107°30' - 107°40' East Longitude, with an altitude ranging from 83.60 to 670 meters above sea level. Furthermore, the jurisdiction of Purwakarta Police Department is situated at the intersection of three (3) major strategic traffic routes: the Purwakarta-Jakarta route, the Purwakarta-Bandung route, and the Purwakarta-Cirebon route, which serve as main routes toward Central Java (Purwakarta Police Department Intelligence Report, 2024).

The jurisdiction of Purwakarta Police

Department covers an area of 971.72 km², accounting for approximately 2.81% of the total area of West Java Province. It is divided into 17 sub- districts and 192 villages/urban areas (183 villages and 9 urban areas). Its borders are as follows: to the north, it borders Karawang Regency and Subang Regency; to the east, it borders Subang Regency and West Bandung Regency; to the south, it borders West Bandung Regency and Cianjur Regency; and to the west, it borders Karawang Regency and Cianjur Regency (Purwakarta Police Department Intelligence Report, 2024). From a demographic perspective, the population within the jurisdiction of the Purwakarta Police Department, based on coordination with the Population and Civil Registration Office (Disdukcapil) in the first semester of 2023, amounted to 997,869 people, with a sex ratio of 104, meaning there are 104 males for every 100 females.

The population within the jurisdiction of the Purwakarta Police Department totals 1,008,058 people, consisting of 336,855 households, with 510,690 males and 497,368 females. The largest population is in Purwakarta Sub-district with 181,332 residents, while the smallest population is in Sukasari Sub-district with 17,663 residents. Meanwhile, the economically active population (workforce) is 432,428 people, of which 384,543 are employed, and 47,885 are unemployed. The labor force participation rate (LFPR) in the Purwakarta Police Department jurisdiction is 59.41%, with the LFPR for males at 81.11% and for females at 36.79%. The open unemployment rate, representing the percentage of unemployed individuals to the total workforce, is 4.56%, with the male unemployment rate at 3.7% and the female unemployment rate at 6.5% (Purwakarta Police Department Intelligence Report, 2024).

The geographic and demographic conditions of the Purwakarta Police Department's jurisdiction, as outlined above, indirectly correlate with the socio-political dynamics of the 2024 simultaneous regional elections, which aim to elect the Governor and Deputy Governor of West Java as well as the Regent and Deputy Regent of Purwakarta. The diverse geography and heterogeneous population are likely to result in varying political views and preferences, which, if not well-managed, could lead to various forms of public security and order disturbances. This is driven by the actions of political party leaders, coalition representatives, and campaign teams for each candidate seeking to gain public sympathy and form voter bases to secure election victories. Such efforts may involve both proper/procedural methods and practices that contravene existing regulations, potentially causing various forms of disturbances during the 2024 simultaneous regional elections.

1. The Role of Purwakarta District Police Intelligence Department in Conducting Media Intelligence During the 2024 Regional Elections
Considering the political dynamics of the Simultaneous Regional Elections in the jurisdiction of the Purwakarta Police Department, which pose various risks of public security disturbances, particularly those emerging on social media, mass media, and online platforms, it is imperative for the Purwakarta Police Department, particularly the department of intelligence, to act swiftly and accurately. This is to prevent and anticipate any potential disturbances from escalating into actual disruptions. As a supporting element in the 2024 Mantap Praja Operation, the department of intelligence must be able to

conduct precise and effective media intelligence for early detection and early warning of socio-political unrest at every stage of the Pilkada. This mandate is outlined in the annex to the Regulation of the Chief of the Indonesian National Police Number 8 of 2021, which amends the Chief of the Indonesian National Police Number 1 of 2019 concerning the System, Management, and Standards of Operational Success for the National Police. It emphasizes the methods of action in preemptive activities for the department of intelligence, which include investigation, security measures, outreach, and counter-intelligence operations.

Meanwhile, according to the Job Description of the Mantap Praja Operation for the Purwakarta Police Department, the Sub-Task Force on Intelligence, as part of the preemptive task force, has the primary responsibilities of: Mapping and identifying potential threats and disturbances at each stage of the 2024 simultaneous regional elections;

a. Conducting an outreach to the election participants and volunteers to comply with all the election regulations and other applicable laws and regulations, as well as refraining from engaging in unlawful activities during the election process;

b. Creating a conducive condition by utilizing all available channels to ensure a peaceful election.

With the legal foundation regarding the role of the department of intelligence in conducting media intelligence, it can be stated that media intelligence serves as an integral part of the early detection and early warning system in the execution of the department of intelligence's operational duties, particularly during the 2024 Mantap Praja Operation. Its purpose is to identify suspicious activities or potential disturbances, as well as thresholds of disruption on social media, mass media,

and online media before they escalate into factual threats or real disturbances that jeopardize public order and security.

Under the "Polri Presisi" Transformation, media intelligence activities are part of predictive policing, an approach aimed at forecasting various phenomena in an accurate, rapid, and precise manner through predictions based on the analysis of facts, data, and information. The outcomes of these activities are used as a decision support system for leaders and other police operational functions.

In practice, media intelligence is carried out through investigations to seek and collect information from various social media platforms, mass media, and online media. The findings are then analyzed and processed into intelligence products, which are subsequently distributed to users as a basis for decision-making.

By implementing the Technology Acceptance Model (TAM) followed by studying the documents provided it can be inferred that Media intelligence, as part of leveraging technology in the execution of intelligence operational tasks, is highly beneficial in supporting the 2024 Mantap Praja Operation. Media intelligence enables the rapid and accurate monitoring and analysis of social dynamics, public opinion, and potential vulnerabilities to public security disturbances. By collecting and processing information from open sources (Open Source Intelligence/OSINT), the department of intelligence can identify and map trends or sensitive issues within the community, allowing for the implementation of appropriate preventive measures before the situation escalates into a factual threat.

In addition, based on the author's observations, media intelligence can assist in identifying actors or groups with specific

agendas that disseminate provocative or manipulative content. Through the analysis of data and information from various social media platforms, the department of intelligence can map social networks or accounts that frequently spread negative information. This enables focused monitoring on groups with high-risk potential for influencing public opinion, as well as the implementation of counter-intelligence measures to neutralize such opinions.

Perceived ease of use is defined as the extent to which an individual believes that using a technology will be effortless (Adhipura, 2015). In the context of media intelligence, perceived ease of use refers to the extent to which the personnel of the department of intelligence feel that the technology employed is easy to understand and operate during the process of gathering and processing information related to potential disturbances and thresholds of public security disturbances at each stage of the regional election. User-friendly technology enables personnel to more quickly and accurately identify, analyze, and respond to information circulating on various media platforms, including social media, mass media, and online media.

This ease encompasses various aspects, from technology that facilitates the collection and filtering of data or intelligence information to systems that support swift and accurate analysis and reporting. Additionally, user-friendly technology simplifies the management of large volumes of data/information, enhancing speed and precision in mapping potential threats. As a result, the utilization of media intelligence to support the 2024 Mantap Praja Operation becomes more effective and efficient, providing accurate information to decision-makers. This not only improves responsiveness but also strengthens the accountability of the Purwakarta Police Department in maintaining public security and order stability during the 2024 regional elections.

Based on the author's observations, media intelligence activities are carried out through three methods: cyber patrols using only smartphones/laptops and an internet connection, observation and analysis of news in mass media and online media, and lastly, utilizing intelligence- specific technological tools. Of these three techniques, media intelligence through cyber patrols and observation and analysis of news in mass media and online media is generally well understood and easily used by personnel, as it does not require specialized skills. This also includes the ease of delivering intelligence products generated from media intelligence activities.

To address the issue of the limited frequency of media intelligence utilization, it is essential for the Head of the Intelligence Unit as a leader to actualize digital leadership, which involves the ability to foster collaboration with team members in the digitization process and to develop the capabilities necessary to achieve it (Askoxylakis, V. et al., 2010). Furthermore, in the era of the Industrial Revolution 4.0, digital leadership is vital for driving irreversible changes toward the future, rooted in the significant utilization of information and communication technology to add value to the organization (Herawati, 2022).

Based on this theory, digital leadership in the current era is no longer an option but a necessity. One of the key responsibilities of a digital leader is to ensure that technology is used innovatively and effectively to provide added value to the organization. By embodying the

characteristics of digital leadership, such as adaptability, innovation, vision, and collaboration (Herawati, 2022), the Head of the Intelligence Unit will find it easier to adapt to using and leveraging technology to support data-driven decision making. Moreover, digital leadership enables leaders to guide, manage, and influence personnel to be more proactive in utilizing technology to support operational intelligence tasks, including reducing the potential and thresholds of public security disturbances at every stage of the regional elections, particularly through media intelligence activities.

In other words, digital leadership is not just about mastering technology but also about integrating digital technology into the vision, strategy, and operational tasks of the department of intelligence. This integration ensures a positive contribution to achieving the success of the Mantap Praja Operation.

2. Organizational Resources of Purwakarta District Police Department of Intelligence in Supporting Media Intelligence for the 2024

Simultaneous Regional Elections Human resources play a crucial role for Purwakarta District Police Intelligence Department in conducting media intelligence during the 2024 Regional Elections. This is because human resources serve as the primary driving force that enables the organization to realize its vision, mission, and achieve its strategic objectives. High-quality human resources bring knowledge, skills, and attitudes that can enhance organizational productivity and innovation. Furthermore, in the current digital era, the capacity and capability of Purwakarta District Police Department of Intelligence's human resources in utilizing

technology become key elements in carrying out media intelligence to prevent potential disturbances and thresholds of public security issues at every stage of the regional election.

In terms of quantity, the actual personnel condition of the Purwakarta District Police Intelligence Department and its precincts totals 63 personnel, while the PSL (Personnel Structure List) indicates a required number of 102 personnel. This results in a shortage of 39 personnel, fulfilling only 61.76% of the PSL requirement. This shortage has impacted the proportional placement of personnel in each unit according to the required rank and position. Based on the author's observations, positions such as Subdivision Unit Chief, which should be filled by personnel with the rank of IPTU (First Lieutenant), are currently held by personnel with the rank of IPDA (Second Lieutenant). Similarly, the Administrative Section Head, which should be occupied by an officer of Inspector rank, is filled by personnel with a Senior Non- Commissioned Officer rank. This affects the performance in carrying out the department of intelligence's operational duties, particularly in conducting media intelligence during the Mantap Praja Operation.

In terms of quality, 45 personnel (71.42%) have a high school education background, while only 16 personnel (25.39%) hold a bachelor's degree (S1), and 2 personnel (3.19%) have a master's degree (S2). Meanwhile, 22 personnel (34.92%) have completed vocational training, consisting of 20 personnel with basic vocational training and 2 with advanced vocational training. Additionally, only 31 personnel (49.20%) have participated in functional training programs. The unequal distribution of educational and training backgrounds indicates that the quality and

competence of personnel are still not effective in supporting the implementation of media intelligence. Field findings reveal that the personnel of the intelligence department lack adequate knowledge of the legal instruments underpinning media intelligence, regulations related to regional elections, and the technical and tactical aspects of information gathering and processing.

Based on the results of document analysis, the operational activities of the Purwakarta Police Intelligence Department during the 2024 Mantap Praja Operation received funding sourced from the police operational budget managed by the operational section. The allocated budget for the intelligence department to support the Mantap Praja Operation amounted to IDR 693,772,000 (six hundred ninety-three million seven hundred seventy-two thousand rupiah). There is also no specific budget allocation designated exclusively for the department of intelligence to conduct media intelligence. Instead, a general allocation is provided for information report preparation, amounting to IDR 24,300,000 (twenty-four million three hundred thousand rupiah). This budget is also utilized to carry out media intelligence activities during the Mantap Praja Operation, with a planned monthly withdrawal of IDR 1,350,000 (one million three hundred fifty thousand rupiah) from August to November, and IDR 675,000 (six hundred seventy-five thousand rupiah) for December.

With this budget allocation, when compared to the challenges of media intelligence tasks, which are conducted three times a week, the operational funding is still insufficient to meet the ideal requirements. The condition of equipment and intelligence-specific tools for the Purwakarta Police Intelligence Department is still inadequate. This is evident from damaged infrastructure, including one digital video camera and one digital voice recorder. Additionally, there is a lack of technology-based facilities, particularly OSINT software, to collect, analyze, and interpret data from online media platforms and social media, such as Intelligence Social Media Analysis (ISA), Intelligence Media Analysis (IMA), Social Media Account Tracking System, Social Media Account Blocking System, and Web Intelligence/Data Mining and Knowledge Management. Based on the author's observations, the intelligence-specific tool currently used for media intelligence is limited to the Tactical Passive Monitoring System (TPM-02) branded as Intercept Communication Intelligent, which has not been updated by the National Police Headquarters. As a result, it cannot be utilized optimally.

The media intelligence methods carried out by the Purwakarta District Police Department of Intelligence have essentially been conducted in accordance with the existing job description and Standard Operating Procedures (SOP). These methods include: first, analyzing the topic of concern; second, comparing one piece of information with another on the same topic; third, verifying whether the obtained information is reliable; and fourth, processing all information and presenting it as intelligence products. However, based on the author's observations, several key issues require attention. One notable problem lies in the preparation of Key Elements of Information as an administrative product containing the information that personnel need to gather during media intelligence activities. The preparation of the Key Elements of Information does not always align with the targets and objectives to be achieved, which

at times leads to inaccurate information being obtained from various media platforms.

The supervision and control effectively implemented by both the leadership of the Purwakarta District Police Department of Intelligence and the Operational Section have positively impacted personnel performance and helped prevent procedural errors or deviations that could hinder the success of the Mantap Praja Operation. Therefore, these activities must continue to be carried out consistently and continuously, alongside taking practical and comprehensive measures to address ongoing issues and challenges. several steps can be undertaken by the Purwakarta District Police Department of Intelligence to enhance performance, including the actualization of the seven- step operational management by formulating Key Elements of Information (UUK), drafting task plans and task breakdowns, conducting briefings and debriefings, and reporting. Additionally, a special detection task force should be formed by combining personnel specializing in intelligence technology tools (Alsus) with personnel from each unit to integrate human intelligence with media intelligence activities during information gathering.

Several steps can be undertaken by the Purwakarta District Police Department of Intelligence to enhance performance, including the actualization of the seven- step operational management by formulating Key Elements of Information, drafting task plans and task breakdowns, conducting briefings and debriefings, and reporting. Additionally, a special detection task force should be formed by combining personnel specializing in intelligence technology tools with personnel from each unit to integrate human intelligence with

media intelligence activities during information gathering. Efforts should also include developing and nurturing an intelligence network consisting of influencers, intelligence community members, white hat hackers, and technology experts as sources of information on potential security threats emerging during each stage of the regional election. The implementation of a 360-degree supervision model is also critical, serving as a method of oversight not only conducted by superiors over subordinates but also vice versa, to foster shared accountability in executing media intelligence. Furthermore, performance audits should be conducted to evaluate personnel task effectiveness and measure the success of the Mantap Praja Operation. By implementing these measures, it is expected that the performance of Purwakarta District Police Department of Intelligence personnel in conducting media intelligence during the Mantap Praja Operation will become more effective in mitigating the potential public security disturbances arising at each stage of the regional elections, particularly within the jurisdiction of the Purwakarta Police Department.

3. The Effectiveness of Media Intelligence on the Continuity of the 2024 Mantap Praja Operation in the Jurisdiction of the Purwakarta Police Department

Effectiveness is a measure of the success of an action, process, or strategy in achieving predetermined goals. Effectiveness is not only related to the final results but also to the extent to which the methods or approaches used can deliver the desired impact optimally. In the context of an organization, effectiveness is achieved when organizational resources, such as human resources, budgets, facilities, and working methods, are utilized effectively to

produce outputs or results that meet established quality standards or targets. This aligns with the theory proposed by Mulyasa (2003), which states that effectiveness is how an organization successfully acquires and utilizes resources in its efforts to achieve operational goals. It is associated with the completion of all primary tasks, the attainment of objectives, timeliness, and the active participation of members.

Based on the findings of the research, the media intelligence variable for each indicator can be ranked from highest to lowest as follows: implementation at 80.57%, supervision and control at 80.00%, policy at 75.86%, planning at 72.57%, and the lowest, strategy, at 72.40%. For the Mantap Praja Operation variable, the highest response was on the software indicator at 77.86%, followed by the operation target and personnel capability indicators, each at 77.00%, support for facilities and infrastructure at 71.29%, and the lowest, budget support, at 71.14%. The indicators with relatively lower responses can be addressed through measures as outlined in the discussion on organizational resources. These steps aim to enhance the effectiveness of media intelligence implementation in supporting the success of the Mantap Praja Operation. Based on the explanation above, it can be concluded that the media intelligence conducted by the Purwakarta District Police Department of Intelligence generally supports the success of the 2024 Mantap Praja Operation, despite several aspects requiring improvement and elections in the jurisdiction of the Purwakarta Police Department is conducted safely, peacefully, and orderly. The results of the hypothesis testing obtained can serve as a starting point for other researchers to explore media intelligence, particularly by using a more systematic quantitative approach. This study also opens opportunities for developing models or frameworks that can be used to analyze similar topics more comprehensively in the future, both by Akpol cadets and academics.

Thus, the research conducted by the author not only contributes academically but is also practically relevant as a foundation for leaders within the Indonesian National Police, especially at the Basic Operational Unit level, in making data-driven decisions. Through the development of further studies, it is hoped that more research will fill the gaps in the literature on media intelligence while enhancing understanding of the potential and challenges of implementing media intelligence in police operational tasks.

V. CONCLUSIONS AND SUGGESTIONS

1. Conclusion

Based on the research conducted regarding the ffectiveness of media intelligence in supporting enhancement. This level of effectiveness is he 2024 Mantap Praja Operation in the achieved through the speed of obtaining urisdiction of the Purwakarta District Police information, accuracy and precision in presenting intelligence products, good coordination with other functions, such as Human Relations, for disseminating information and supporting Information department, the author concludes that:

The role of the Purwakarta District Police epartment of Intelligence in implementing media intelligence, viewed from the aspect of erceived usefulness of technology, has Report Preparation activities, as well as undamentally been effective. Media effective supervision and control. Intelligence has been utilized by the department Additionally, the implementation of media intelligence

supports preventive measures and mitigation of security threats that if intelligence to conduct early detection and rovide early warnings for any potential isturbances and threats emerging at various emerge during each stage of the regional tages of the regional elections, complementing elections, contributing to maintaining supporting conventional operational activities public order and security, increasing human technology tools, which affects their preference for conducting information gathering through conventional methods.

As a result, human intelligence continues to dominate the collection Suggestions Based on the conclusions above, the author roposes several recommendations to nhance the

is used effectively while guiding, managing, and Propose a recommendation to the Head of influencing personnel to be more proactive in he Intelligence Unit to propose to the Chief leveraging technology to support the execution of operational intelligence tasks. Police the formulation of a work program imed at developing capacity and capability

intelligence. However, from the public trust, and ensuring that the regional perspective of perceived ease of use, attitude toward using technology, and actual technology vel of effectiveness of media intelligence on use, several challenges remain. Some personnel he success of Operation Mantap Praja is 69.6%. find it difficult to use specialized intelligence

effectiveness of media of information compared to media intelligence intelligence in supporting the 2024 activities. Therefore, it is crucial for the Head of the Intelligence Unit as a leader to actualize raja Operation in the jurisdiction of the urwakarta District Police Department, as digital leadership. This ensures that technology ollows:

1. The organizational resources of then information and communication Purwakarta District Police Department of echnology for all leadership elements of the Intelligence in implementing media intelligence Purwakarta Police Department, to support to support Operation Mantap Praja 2024 are still he actualization of digital leadership. seemed ineffective

2. Provide a recommendation to the Head of limitations in the quantity and quality of human he Intelligence Unit to propose to the Chief resources, inadequate budgetary support, insufficient infrastructure, and sub-optimal work methods. Therefore, the department of the District Police to facilitate and rioritize the intelligence department personnel in attending education an intelligence needs to formulate comprehensive training programs in the field of intelligence-and practical measures to enhance its organizational resources. These efforts should include continuous personnel development, gradual improvement of budgetary support

and pecific technology tools, whether organized the Indonesian National Police Education nd Training Institution or external organizations such as the Cyber Academy infrastructure based on priority scales, and the ndonesia, the Education and Training Center refinement of work methods used in media intelligence operations. Such improvements would enable the department of intelligence to f the State Intelligence Agency, and others. his would enhance the knowledge and skills f personnel in utilizing intelligence-specific contribute positively to the success of Operation echnology tools, including in conducting Mantap Praja 2024 within the jurisdiction of the Purwakarta District Police. The effectiveness of media intelligence on the communication technology in the execution of intelligence tasks. This aims to enhance the capability, effectiveness, and efficiency of early detection activities through media intelligence, in alignment with the latest advancements in information and communication technology.

REFERENCE

Journal

Alharbi, S., & Drew, S. 2014. Using the Technology Acceptance Model in Understanding Academics' Behavioural Intention to Use Learning Management Systems.International Journal of Advanced Computer Science and Applications, 5(1), 143–155.

Boyd, D. M., & Ellison, N. B. 2007. Social network sites: Definition, history, and scholarship. Journal of Computer-mediated Communication. 13(1).210–230.

bt Pengiran, P. H. S. N., & Besar, H. 2017. Social Media and its Implementation in Higher Education. Mimbar Pendidikan, 2(2).

Deng, L., Tan, J., He, D., Zhao, H., & Wang, Z. 2024. Dynamic Mechanism of Destination Brand Diffusion: Agent- Based Modeling and Simulation. In Systems. Vol. 12. Hal. 1-21.

Kurniati, K. 2022. Penegakan Hukum Terhadap Pelaku Tindak Pidana Pelecehan Seksual Melalui Media Sosial Dalam Pasal 27 Ayat 1 UU ITE Nomor 19 Tahun 2016., 28(2). Hal. 91–98.

Madhani, P. 2009. Resource Base View (RBV) of Competitive Advantage: Importances, Issues, and Implications. Indian Management Research Journal, Vol. 1, No 2, 1-15.

Muqsith, M. A., & Pratomo, R. R. 2021. The development of fake news in the post-truth age. SALAM: Jurnal Sosial Dan Budaya Syar-I, 8(5). Hal. 1391–1406.

Prunckun, H. 2019. Counterintelligence theory and practice. Rowman & Littlefield. Steers, R.M., and Terborg, J.R. 1995. The Effect of Transformational Leadership on Teacher Attitudes and Student Performance in Singapore. Journal of Organizational Behavior, 16: 319-333.

Book
Arikunto, S. 2002. Prosedur penelitian : Suatu pendekatan praktek. Edisi revisi. Jakarta: PT Rineka Cipta.

Berg, B. L., & Lune, H. 2017. Qualitative Research Methods For The SocialSciences (Ninth edit). Pearson Education Limited.

Bungin & Burhan. (2008). Analisa Data Penelitian Kualitatif. Jakarta: Prenada.Cooper, Donald R.,Pamela S.Schindler. 2017. Metode Penelitian Bisnis, Edisi 11, Buku 1. Jakarta : Salemba Empat.

Creswell, J. W. 2010. Research design: pendekatan kualitatif, kuantitatif, dan mixed. Yogyakarta: PT Pustaka Pelajar.

Hasan, M. Iqbal. 2002. Pokok-Pokok Materi Metodologi Penelitian dan. Aplikasinya. Jakarta: Ghalia Indonesia. Herlambang, Rustika. 2024. Intelijen Media dan Strategi Pengembangan Organsiasi. Jakarta: Mabes Polri.

Hardani, Nur Hikmatul Auliya, Juliana Sukmana, D., Helmina Andriani, Roushandy Asri Fardani, Evi Fatmi Utami, Dhika Juliana Sukmana, & Ria Rahmatul Istiqomah. (2020). Metode Penelitian Kualitatif & Kuantitatif (Husnu Abadi, Ed.; 1st ed.). CV. Pustaka Ilmu Group Yogyakarta. Jogiyanto. 2007. Sistem Informasi Keperilakuan. Edisi Revisi. Yogyakarta: Andi. Offset.

Kherid, Muhammad Nizar. 2021. Evaluasi Sistem Pemilu di Indonesia 1955- 2019: Sebuah Perspektif Pluralisme Hukum. Jakarta: Rayyana Komunikasindo. Kurniawan, Agung. 2005. Transformasi Pelayanan Publik. Yogyakarta:Pembaharuan.