# Optimizing the Role of Bhabinkamtibmas Through Guidance and Counseling Activities to Reduce Fraud in the Kediri City Police

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## Abstract

This research is motivated by the high incidence of fraud in the jurisdiction of the Kediri Kota Police Resort, which requires preventive efforts to anticipate the issue. The study aims to analyze the implementation of guidance and counseling activities of Bhabinkamtibmas to prevent fraud, as well as the competence and communication of Bhabinkamtibmas in preventing fraud in the area. The theories and concepts used include management, competence, social communication, optimization, role, and the Bhabinkamtibmas concept, with a qualitative method. The results show that although the guidance and counseling activities of Bhabinkamtibmas have been implemented with good operational performance management, there are still limitations in community involvement, lack of impact of the activities, and issues in information dissemination. The competence of Bhabinkamtibmas appears to be good in terms of knowledge, skills, and attitude, but is hindered by heavy workload. Communication by Bhabinkamtibmas in guidance and counseling activities is well-implemented. However, fluctuations in the number of uncovered fraud cases are still found, indicating challenges that must be addressed in fraud prevention efforts.

Key words**:** Optimization, Binluh (guidance and counseling), Bhabinkamtibmas, Fraud.
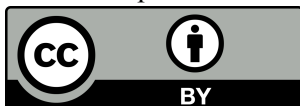
## INTRODUCTION

Information technology has created a new reality in human life by making it easier and unlimited to access information (Schiller, D., 2024; Mouha, R., 2021; Bessarab, A., et al, 2022; George, A. H., 2021). Information technology also plays a vital role in business transactions, learning, shopping, communicating with people worldwide, and participating in various life activities. The emergence of information technology, such as the internet, has created a virtual world that includes multiple services and applications, such as social media, e-commerce, streaming services, and others.

The positive impacts of information technology, such as ease of access, also result in changes in culture, economy, security, and law (AlBar, A. M., et al, 2019; Fahlevi, M., et al, 2019; Basuki, R., et al, 2022; Rymarczyk, J., 2020; Sima, V., et al, 2020; Ghadge, A., et al, 2020; Ahlstrom, D., 2020). Humans increasingly depend on technology, such as

smartphones, laptops, and the internet, to improve their quality of life. However, technological developments also bring the possibility of various forms of crime, especially cybercrime, which has a broader impact than conventional crime.

According to Prasad, R., & Rohokale (2020) Cybercrime, including online fraud, is a serious threat that requires special attention (Maha Putra, et al, 2024). The perpetrators of this crime often have high technical skills in information and communication technology, as well as various motivations, such as seeking financial gain or simply seeking sensation (Monteith, S., et al, 2021; Gillespie, A. A., 2019; Afaq, S. A., et al 2023; Despotović, A., et al, 2023; Yar, M., & Steinmetz, K. F. 2023; Al-Khater, W. A., et al, 2020; Wall, D. S. 2024; Bjelajac, Ž., & Filipović, A. 2021). The perpetrators are difficult to identify because they can operate anonymously via the Internet, which makes handling fraud crimes more complicated. It can be seen on Table 1.

Table 1

| NO | CRIMINAL ACT | YEAR | | | | | | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| | | 2020 | | 2021 | | 2022 | | | |
| | | CT | CC | CT | CC | CT | CC | CT | CC |
| 1 | FRAUD | 47 | 20 | 50 | 22 | 54 | 25 | 151 | 67 |

Based on Table 1 the jurisdiction of the Kediri City Police, there has been an increase in fraud cases from 2020 to 2022. The Kediri City Police have mandated Bhabinkamtibmas to provide guidance and counseling to the community so that they know the threat of fraud (Djabar, et al, 2025). However, these efforts have not provided optimal results due to a lack of resources and support, as well as limited access to technological resources.

To overcome the threat of online fraud, efforts are needed to increase public awareness and optimize the role of Bhabinkamtibmas through guidance and counseling activities (Soomro, T. R., & Hussain, M., 2019; Chang, L. Y., & Coppel, N., 2020; Hassan, A. O., et al, 2024; Cremer, F., et al, 2022; Andoh, C., et al, 2019; Johri, A., & Kumar, S., 2023). These steps are expected to help the public recognize potential risks and fraud tactics and reduce the possibility of becoming a victim of fraud. Through this step, it is also expected to reduce the occurrence of fraud in the jurisdiction of the Kediri City Police.

● Management Theory

Management is the ability to efficiently and effectively organize resources to achieve specific goals. It involves steps such as planning, organizing, motivating, and controlling. The strategic organizational approach includes all the core elements of management, such as planning, organizing, leading, and controlling. The four fundamental keys in management are planning (determining the work to be done to achieve goals), organizing (sorting the components of activities into groups), implementing (initiating and continuing planned activities), and controlling (monitoring whether activities are carried out according to plan). The elements of management include human resources (the leading role in planning and implementing the process), budget (a means of exchange, capital, and value determinant), infrastructure or raw materials (necessary in the production process), facilities or equipment and machinery (needed to process raw materials into finished products), methods (established standard operating procedures), and targets (markets or demand which are key elements in carrying out company activities).

- Competency Theory

Competence is a concept that encompasses the skills, knowledge, and behaviors required to achieve job standards in a work context. This concept is developed, assessed, and used in various ways across sectors and professions, and there are profound theoretical differences between countries. According to Wibowo (2020), competence is the ability to carry out a job or task based on the required skills, knowledge, and work attitudes. Competence also reflects professionalism in a particular field as an advantage (Esthi, R. B., & Savhira, I., 2019). According to Klumpp, M., Bioly, S., & Neukirchen, T. (2019). human resource competency assessment involves several aspects, such as work-related knowledge, including knowledge in relevant fields, knowing the latest knowledge about company regulations and procedures, and understanding how to use information and equipment correctly. Individual skills, including good written and oral communication skills, are also part of the competency. In addition, work attitudes, such as creativity, high work motivation, and ability in planning and organizing, are also part of the competencies assessed (Bougoulia, E., & Glykas, M., 2023; Lee, A. S., & Jacobs, R. L., 2021).

- Social Communication Theory

Social communication refers to a two-way communication process in which information from the mass media is conveyed to opinion leaders, who then pass the information on to their audiences, significantly impacting changing audience behavior. This

concept also applies in innovation communication, where an innovator influences others to adopt an innovation, with subsequent interaction between the innovator and adopters (Gunawan, A. et al, 2023). The elements in the communication process include the communicator, who has a vital role in understanding the interlocutor; the message, which is the information conveyed to the communicant; the media, which is the means or tool used by the communicator to convey the message or receive feedback from the communicant; the communicant or recipient of the message, who is the target of the message sent by the communicator; and the effect, which is the difference in the thoughts, feelings, and behavior of the communicant before and after receiving the message.

**METHOD**

This study entitled "Optimizing the Role of Bhabinkamtibmas Through Guidance and Counseling Activities to Suppress Fraud at the Kediri City Police" is a qualitative study that uses a data collection approach through interviews, observations, and document studies. This study aims to understand in depth the activities of optimizing the role of Bhabinkamtibmas in suppressing fraud at the Kediri City Police. The qualitative method was chosen because it allows researchers to explore the complexity of the role of Bhabinkamtibmas and understand related stakeholders' perspectives, attitudes, and experiences.

In a qualitative approach, the author will conduct in-depth interviews with Bhabinkamtibmas Polres Kediri City members and observe their activities. This will allow the author to understand the guidance and counseling activities implemented, their competencies, and the ideal communication techniques in these activities. This type of research is field research, which is conducted in the field to directly dig up information related to implementing Bhabinkamtibmas guidance and counseling activities.

This study focuses on implementing Bhabinkamtibmas guidance and counseling activities to reduce fraud in the jurisdiction of the Kediri City Police, the competence of Bhabinkamtibmas in these activities, and the ideal communication used. The location of the study was the Kediri City Police, East Java, Indonesia. Primary data sources include direct interviews with predetermined sources and field observations, while secondary data sources include documents related to previous fraud cases and the latest crime statistics.

Data collection techniques include interviews, observations, and document studies. The collected data will then be reduced, presented in a form that is easier to understand,

and verified to ensure the accuracy and reliability of the findings. The data validity test method is triangulation, while data reliability testing can be done by retesting or internal consistency testing. Data analysis techniques include data reduction, presentation, and verification to produce relevant, consistent, and reliable findings.

## RESULTS AND DISCUSSION

● Implementation of Bhabinkamtibmas Guidance and Counseling Activities to Suppress Fraud in the Jurisdiction of the Kediri City Police :

1. Planning

Planning guidance and counseling activities by Bhabinkamtibmas at Polres Kediri City is a crucial stage in preparing to implement these activities. Satbinmas has created a planning product based on the results of research, observations, and compliance with existing data. Head of Satbinmas Polres Kediri City, IPTU Darwati, explained that planning of Bhabinkamtibmas guidance and counseling activities has been carried out to increase public awareness of the developing fraud modes.

In its planning, Satbinmas Polres Kediri City has prepared an activity plan ranging from daily to annual, as well as counseling materials to be provided. However, in its implementation, there are obstacles and constraints related to targets in carrying out guidance and counseling that have not been detailed in the activity plan. The Head of Satbinmas Polres Kediri City conveyed this.

In addition, Bhabinkamtibmas member AIPTU Andri Jatmiko added that obstacles in the implementation of guidance and counseling were also caused by monitoring the progress of activities, community participation, and the quality of material delivery that must continue to be carried out. The proper guidance and counseling targets are also essential factors so these activities can be carried out optimally.

Based on GR Terry's management theory, planning is an element of preparation carried out to fulfill the implementation of an activity. The planning carried out by the Satbinmas Polres Kediri City includes preparing activity plans and counseling materials to be delivered by Bhabinkamtibmas and the counseling targets. However, there is a note that the materials prepared do not follow existing crime trends and the targets in implementing guidance and counseling are still relatively general. This refers to the Regulation of the Chief of Police Number 21 of 2007 concerning Guidance and Counseling for Security and Public Order which regulates the planning elements in implementing guidance and

counseling by Bhabinkamtibmas. CCTV should be optimized to fulfill the preventive component of preventing criminal acts.

2.    Organizing

Organizing guidance and counseling activities by Bhabinkamtibmas at Polres Kediri City is an essential stage in efforts to suppress fraud. Several key points that need to be considered include the distribution of Bhabinkamtibmas members in each sub-district or village in the jurisdiction of  Polres Kediri City. This is done with the principle that each town or sub-district will be supervised by one Bhabinkamtibmas, as expressed by the Head of Bhabinkamtibmas, IPDA Ali Susilo.

Organizing activities also aim to select a skilled team with adequate qualifications and experience. The selection of the implementing team is based on work history in crime prevention or active participation in previous similar activities. However, inappropriate assignments often occur because the appointment of Bhabinkamtibmas members in fostered villages is based on the closest distance from the member's residence, not their ability to educate the community.

The problem of Bhabinkamtibmas members' involvement in other internal and external Polri activities also becomes an obstacle in organizing guidance and counseling activities. This involvement makes it difficult for members to fulfill their primary duties in the fostered villages.

The organization of this guidance and counseling activity refers to the Regulation of the Chief of Police Number 7 of 2021 concerning Bhabinkamtibmas which emphasizes that one of the duties of Bhabinkamtibmas is to provide guidance to the community. This is also supported by Perkap No. 21 of 2007 which states that guidance and counseling are effective methods in providing community guidance that members of the Police can carry out. Therefore, the role of Bhabinkamtibmas in this activity is critical.

In the organizing stage, Bhabinkamtibmas acts as the implementer of guidance and counseling activities by ensuring mastery of the material or problems to be discussed. However, difficulties in proper assignment and involvement in other activities often reduce the effectiveness of Bhabinkamtibmas' main tasks in the villages they supervise .

3.    Implementation

Implementing guidance and counseling activities by Bhabinkamtibmas at Polres Kediri City is carried out through socialization with various methods, such as lectures,

group discussions, and community activities. The focus is on providing information about types of fraud, warning signs, and practical steps so that the public does not become victims of fraud. However, in its implementation, Bhabinkamtibmas members have difficulty using modern teaching aids, such as educational videos and online presentations, which makes the implementation less than optimal.

In addition, several Bhabinkamtibmas members also made efforts to prevent fraud by holding small group meetings in the community to discuss fraud prevention. However, there are obstacles in using creative technology for outreach to the community and ineffective use of time.

In addition, in an interview with the Head of Bandar Lor Village, Wasis, SE, it was conveyed that the implementation of guidance and counseling by Bhabinkamtibmas was often not optimal because they discussed too much about other things or joked with the community so that the message conveyed was not optimally received by the community.

Based on management theory, implementation is an activity carried out by a manager to start and continue activities that have been planned and organized so that goals can be achieved. For this reason, Bhabinkamtibmas needs to introduce their identity, deliver the material thoroughly, use language that is easy to understand, choose a method that is appropriate to the situation, use available props, master the audience, use time efficiently, and provide opportunities for questions and answers.

However, in implementing these guidance and counseling activities, several weaknesses were identified, such as the limited ability of members to use technology, the delivery of materials that were not by existing crime trends, and the use of time that was not effective and efficient.

4.    Supervision

In the Bhabinkamtibmas guidance and counseling activities at the Kediri City Police, supervision is carried out through evaluations that involve initial steps in determining measurable goals before the activity begins, by creating indicator parameters such as the number of participants, the level of public understanding, or the expected decrease in the number of fraud cases. This evaluation is carried out during the activity by collecting data such as participant responses to the material and reports of fraud incidents after the activity is carried out. However, there are weaknesses in this evaluation, such as

the absence of an assessment immediately after the implementation of the activity and a relevant real-time evaluation.

Supervision is also carried out through monitoring via video call between Bhabinkamtibmas and Kanit Binmas, to ensure that every step of the activity is carried out correctly and according to procedure. However, this supervision is hampered because many Bhabinkamtibmas members are difficult to contact because they have no signal or personal data internet package.

At this monitoring stage, there was no reporting of the results of the activities immediately after the implementation. Real-time monitoring has also not been carried out optimally due to the limitations of the members' signal and data internet packages. In addition, many reports on the implementation of tasks are only documentation and are not accompanied by the implementation results.

In management, supervision is a continuation that monitors whether the activities carried out are according to the plans. At the supervision stage of implementing guidance and counseling by Bhabinkamtibmas, evaluation becomes an essential means of measuring the success of activities and receiving input for improving future activities.

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● Bhabinkamtibmas Competence in Guidance and Counseling Activities to Suppress Fraud in the Jurisdiction of the Kediri City Police

Bhabinkamtibmas is essential in preventing crime, including fraud, in the surrounding environment. They must have the skills to deal with criminal acts and the ability to educate the public about the potential threat of increasingly sophisticated fraud. Bhabinkamtibmas competency is the key to success in fraud prevention activities, including embracing the community, building good relationships, and using information technology well.

In fraud prevention activities, Bhabinkamtibma's competence is not only limited to knowledge of crime tactics but also includes interpersonal skills, technological expertise, the ability to prepare counseling materials, and evaluation skills. The combination of these competencies is vital to ensure that the guidance and counseling activities carried out positively prevent fraud in the Kediri City Police Jurisdiction. This is explained as follows:

1. Knowledge

Bhabinkamtibmas is vital in preventing crime, including fraud, in the surrounding environment. They are directly selected by the Regional Police Chief, with consideration from the Kapolres, indicating that they must have high competence in dealing with various community problems. In this case, their problem-solving knowledge and strong interpersonal skills are key. Although most Bhabinkamtibmas members have a Bintara Polri education, very few members have bachelor's degrees, which can affect their managerial and problem-solving abilities.

In carrying out their duties, Bhabinkamtibmas must understand the knowledge in their field that is relevant to their duties and responsibilities. They must also follow the latest regulations, procedures, and police techniques. Despite having a solid foundation through Bintara Polri education, a lack of advanced general education, especially a bachelor's degree, can limit members' managerial and problem-solving abilities. Therefore,

improving competence through relevant education and training is essential to ensure that Bhabinkamtibmas can provide quality services to prevent and handle fraud in the jurisdiction of the Kediri City Police.

2. Skills

Practical communication skills are one of the keys to the success of Bhabinkamtibmas in providing guidance and counseling related to fraud. They can convey information, are easily understood, and are responsive to community questions. Adapting to various community groups, from children to the elderly, is also part of practical communication skills. However, there are obstacles related to the classification of Bhabinkamtibmas members who have participated in Bhabinkamtibmas training, which is still relatively small, indicating a need for increased training.

In addition, technology skills are also a focus for improvement. Although there are efforts to use technology in counseling, they are constrained by the limited number of members who master technology. This results in a lack of community participation in counseling activities. In addition, there is an awareness of the need to improve the quality of information delivery related to fraud through relevant and up-to-date training with information technology. Thus, efforts to improve the quality of fraud counseling in the jurisdiction of the Kediri City Police need to be focused on improving the communication skills and use of technology by Bhabinkamtibmas members.

3. Attitude

Bhabinkamtibmas demonstrate skills in dealing with the public regarding fraud with empathy, patience, commitment, and professionalism. They show deep concern for individuals or groups who are potential victims of fraud, trying to understand emotionally and explore the needs and feelings that underlie the potential vulnerability to fraud.

Bhabinkamtibmas showed high patience in explaining in detail and responding to questions that may arise from the public regarding fraud issues, demonstrating their commitment to providing a comprehensive understanding. However, a lack of commitment to public service is not strong enough, especially in providing relevant information and guidance to protect the public from the threat of fraud.

The professionalism of Bhabinkamtibmas is seen from their strong commitment to providing detailed explanations, patience in explaining ways to protect themselves from various types of fraud that may occur, and their efforts to provide concrete solutions and

direct the public to the right sources of information or agencies to get further assistance. However, there are challenges in carrying out their duties due to the diverse tasks, such as maintaining security, law enforcement, and community development and assistance, as well as limited resources, both personnel and time, which can be a barrier to providing optimal service.

●      Ideal Communication by Bhabinkamtibmas in Bhabinkamtibmas Guidance and Counseling Activities to Suppress Fraud in the Jurisdiction of the Kediri City Police

Suitable and ideal social communication, such as that carried out by Bhabinkamtibmas in guidance and counseling activities, has a crucial role in preventing fraud in the community. They build strong relationships with the community, use simple language, and utilize both face-to-face and social media. Bhabinkamtibmas encourages active communication, considers the needs and diversity of the community, and delivers fraud prevention messages relevant to the local context. This approach has proven effective in increasing public awareness and preventing fraud.

To evaluate the social communication system built by Bhabinkamtibmas, Harold D. Laswell's analysis framework can be used which includes the aspects of who (who communicates), says what (what message is delivered), in which channel (through which channel the message is delivered), to whom (to whom the message is addressed), with what effect (what impact is to be achieved). By analyzing these aspects, it can be assessed to what extent the communication system built by Bhabinkamtibmas is effective in preventing fraud in the jurisdiction of the Kediri City Police. Here are some things that explain:

1.      Communicator Source

Based on the results of field research, Bhabinkamtibmas is the primary source of communication in guidance and counseling activities to prevent fraud in the jurisdiction of the Kediri City Police. They are the prominent resource persons in counseling activities and act as an extension of the police in approaching the community directly. Their intense involvement in door-to-door activities, group meetings, and active dialogue with residents make them the primary source of information related to crime, including fraud (Samosir, et al, 2024). Thus, the role of Bhabinkamtibmas is not only to implement activities but also to initiate and support effective communication to prevent fraud in the jurisdiction of the Kediri City Police.

Interview with Bhabinkamtibmas Kelurahan Banaran, Sat Binmas Polres Kediri, AIPDA Bintoro Atmojo SH., confirmed that their involvement in counseling activities has made them the primary source of information related to crime, including fraud. This is a strong foundation for organizing guidance and counseling activities to empower the community in understanding and preventing the threat of fraud. However, there are obstacles in implementing counseling, such as the use of language that is too formal and difficult for school children to understand, which was also highlighted by the Head of Burengan Village, Pesantren District, Adi Sutrisno, S.Pd, MM

In response to this, in Communication theory, the source of the communicator has a vital role because the interlocutor's understanding depends on how the communicator delivers. Therefore, in carrying out their duties, Bhabinkamtibmas are expected to use language that is easily understood by the general public to convey fraud prevention messages effectively. The obstacle of using formal language and police terms that are less familiar to the public is a challenge that needs to be overcome to prevent fraud in the jurisdiction of the Kediri City Police.

2.    Message Conveyed

The message Bhabinkamtibmas conveys in the guidance and counseling activities to prevent fraud in the jurisdiction of the Kediri City Police is very clear. They provide a deep understanding to the community of recognizing common fraud patterns by presenting concrete information about the fraud modes that often occur around them. In addition, Bhabinkamtibmas educates the community about the importance of verifying information before providing personal or financial data to unknown parties and offers real examples and scenarios to help the community understand how to protect themselves from increasingly sophisticated and neat fraud practices.

However, there was a difference of opinion between the Bhabinkamtibmas of Semampir Village, AIPTU Zashudi, and the local community leader, Head of Burengan Village, Adi Sutrisno, S.Pd, MM Adi Sutrisno stated that the Bhabinkamtibmas focused more on explaining the stages of preventing fraud and recognizing common fraud patterns, but did not explain the reporting mechanism if the community experiences fraud and the handling mechanism for victims of fraud. Therefore, improvements in the preparation of materials delivered by the Bhabinkamtibmas are significant by paying attention to actual and comprehensive needs and including an explanation of the reporting mechanism and

handling of fraud so that the community can more effectively receive the message delivered.

3.      Communication Media Used

The communication media used by Bhabinkamtibmas in guidance and counseling activities to prevent fraud in the jurisdiction of the Kediri City Police have an essential role in disseminating information widely and quickly. They use various media such as social media, posters, brochures, and online activities to reach more people with fraud prevention messages effectively. This modern media also expands the scope of fraud prevention messages to a broader segment of society, including the younger generation active on online platforms.

However, there are obstacles in using electronic media which is still simple by Bhabinkamtibmas. Although they are trying to improve the ability of members to utilize technology, creating kalimbas messages through electronic media is still relatively simple. This causes the delivery of material that should be interesting to be less effective, so there needs to be an increase in the ability to use electronic media so that the messages delivered can be more interesting and easily understood by the community.

4.      Message Recipient

The recipients of messages from guidance and counseling activities to prevent fraud in the jurisdiction of the Kediri City Police are the community, who show diverse attitudes towards the messages conveyed. Some are responsive and open, such as housewives who are active in online communities and are careful in making online transactions after participating in the program. However, some are skeptical or less trusting, such as a retiree who needs further evidence before accepting fraud prevention messages. In addition, there are passive or unresponsive communities, such as teenagers, who feel that the topic of fraud prevention is irrelevant to them.

To overcome the problem of passive public attitudes, a more persuasive approach is needed to attract their interest in fraud prevention. This can be done by presenting relevant examples or through stories that arouse their interest. In addition, groups that immediately take action need more guidance after the activity to implement preventive measures more effectively in their daily lives. By understanding the diverse responses from the public, fraud prevention efforts can be more focused and effective.

5.      Impact of Communication

Communication established in the guidance and counseling activities by Bhabinkamtibmas Polres Kediri City significantly impacts fraud prevention. This impact is reflected in the increase in public awareness of fraud modes and their ability to identify signs of fraud. In addition, the public has also become more aware of the need to take more competent preventive measures, such as verifying information and being more careful in providing personal data.

Another impact is the fluctuation in the number of fraud cases revealed, which indicates changes in social dynamics, technology, and consumer habits. This requires Bhabinkamtibmas to have adaptive resilience, updates in understanding technology, and a deep understanding of consumer behavior. With continuous and effective communication, Bhabinkamtibmas can create a positive impact in empowering and protecting the community from the threat of fraud and facing fluctuations in fraud cases with more readiness and effectiveness.

## CONCLUSION

This study highlights several problems in implementing guidance and counseling activities by Bhabinkamtibmas Polres Kediri City to reduce fraud. It was found that the planning stage was inappropriate in determining the targets of the guidance and the guidance materials were not by crime trends. At the organizing stage, the impact of the activity was less than optimal because the involvement of Bhabinkamtibmas members in other tasks and the selection of Bhabinkamtibmas was more based on distance. Implementing technology-based guidance and delivery of materials was not by crime trends but by the lack of activeness in direct counseling. Problems also occurred at the supervision stage, with delays in making reports, difficulties in real-time supervision, and counseling that relied on documentation that was not by procedures.

Regarding Bhabinkamtibmas competence, there are deficiencies in knowledge, skills, and attitudes. Low general education affects managerial skills and complex problem-solving. Lack of up-to-date training and low community participation are caused by less interactive material delivery. The skills aspect is also disrupted by the late presence of Bhabinkamtibmas members in implementing Binluh. Ideal communication by Bhabinkamtibmas also encounters obstacles, such as the use of formal language that is difficult for the community to understand, preparation of materials that are not yet

up-to-date, limitations in using technology for electronic binluh, and lack of persuasive approaches to attract the interest of passive groups in preventing fraud.

**SUGGESTIONS**

Several steps can be taken to optimize the Bhabinkamtibmas guidance and counseling activities in suppressing fraud. First, develop a strategy that is more focused on the target of the activity by considering the classification of age, gender, and type of community work. Focus must also be given to the primary duties of Bhabinkamtibmas by relieving them from other responsibilities both within and outside the Police, and selecting members based on their abilities. Counseling materials also need to be adjusted to current crime trends and improve real-time evaluation of implementation and timely reporting.

Second, improving the skills and abilities of members through formal and non-formal training, such as Langkatpuan, and prioritizing members who have not attended Bhabinkamtibmas education or training. A priority scale of tasks also needs to be created to address the many functions carried out by members. Improving ideal communication also needs to be done by reducing the use of formal language and terms that are less familiar to the community in counseling so that messages can be better understood. Counseling materials must be more up-to-date and comprehensive, including explaining the handling mechanism if the community becomes a victim of fraud. Further training in operating technology is also needed to improve the quality of the media to deliver messages. A persuasive approach in counseling also needs to be applied to attract the interest of passive groups, as well as guiding after activities to strengthen positive responses and the implementation of fraud prevention measures effectively in everyday life.

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