

Effectiveness of Police Press Release Presentation on Journalists' Information Satisfaction

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Abstract

Effective communication between public institutions and the media fosters transparency, accountability, and trust. However, limited empirical research has explored how press releases' structure, delivery, and credibility affect journalists' satisfaction, particularly within local police institutions. This study examines the effectiveness of press release presentations by the Public Relations Division of the Bone Police Department in enhancing journalists' information satisfaction. Using a quantitative approach, the study surveyed 26 officially registered journalists affiliated with the unit. Data were collected through structured questionnaires and analyzed using simple linear regression. The findings reveal a statistically significant positive correlation between press release effectiveness and journalists' satisfaction ($R^2 = 0.840$, $p < 0.05$). Key influencing factors include message clarity, source credibility, and digital communication platforms. This study contributes to institutional communication literature by highlighting the strategic role of media relations in shaping the perceived value of public information. It provides practical insights for public sector agencies to refine their communication strategies and build stronger relationships with the media, particularly in regions where accurate and timely information is critical. These findings underscore the importance of professional and credible press releases in improving the flow of public information.

Keywords: *Media Satisfaction; Press Release; Public Relations.*

INTRODUCTION

In the era of information transparency and rapid technological advancement, public institutions are increasingly required to deliver information effectively to the public. Public Relations (PR) plays a strategic role in connecting public institutions with the broader community, primarily through mass media collaboration and tools like press releases that shape institutional image and public perception. In today's audience-driven digital landscape, PR actors must adapt their message for speed and engagement, highlighting that communication channels are just as crucial as content (Rösok-Dahl, 2024).

Effective PR strategies are essential in building and maintaining organizational reputation, influencing stakeholders' perceptions and trust (Lee, 2022). In the digital age, these strategies have evolved to include online platforms, enhancing the reach and resonance of press

releases in shaping public discourse (Gasana, 2024). This supports the idea that reputation management remains central to public relations and corporate communication efforts (Doorley & Garcia, 2020).

In the context of law enforcement institutions, such as the police, public communication effectiveness is of paramount importance. Press releases issued by police PR officers must be accurate, relevant, timely, and responsive to the public's right to information. The clarity of the message, credibility of the source, and media channels used significantly influence the effectiveness of such communications. The press release is the main form of information received by journalists, and it affects the level of satisfaction they experience in obtaining accurate and complete information from police institutions (Nurhakki et al., 2023).

Recent studies support the strategic value of proactive police communication in fostering media relations. Grutzpalk and Jarolimek (2023) found that proactive police communication during public assemblies contributes to more neutral media coverage and fewer complaints. Similarly, Mills, Kwon, and Brown (2021) noted that effective communication in community policing enhances trust and collaboration with the public. Kebede, Ali, and Moges (2022) highlighted that journalists' organizational trust and job satisfaction are directly influenced by the quality of information institutions provide.

Despite the strategic importance of police press releases, few empirical studies have examined how their structure and delivery influence journalists' satisfaction, particularly at the local level. Earlier studies by Prananda (2016) and Ruhiat (2011) focused on civil institutions, overlooking the specific dynamics of police communication. Krawczyk (2023) emphasized that direct, transparent, and credible institutional communication improves journalist engagement. In the Indonesian context, Davies, Stone, and Buttle (2015) noted that police-related news often lacks critical analysis, potentially indicating journalist disengagement. Furthermore, the perceived quality of institutional communication has been shown to affect journalists' ability to fulfill their information responsibilities (Kebede et al., 2022).

Observational data from Bone Police Public Relations indicate that press releases are often disseminated via WhatsApp without consistent formatting or visual structuring. Initial informal interviews with journalists revealed that clarity, speed, and accessibility are key factors affecting their satisfaction with received information (Field notes & interviews, 2024).

This study addresses the gap by examining the effectiveness of press release presentations by the Public Relations Division of the Bone Police Department from the perspective of journalist information satisfaction. Theoretically, it applies the S-M-C-R-E communication model (Source–Message–Channel–Receiver–Effect), first proposed by Berlo (1960), which emphasizes the coherence and integration of communication elements to achieve intended effects. The model has

been used in various public communication studies, including the assessment of message delivery quality and media relations effectiveness (Li et al., 2023).

This study aims to identify the forms of press release presentation used by Bone Police PR, assess journalists' satisfaction levels, and test the relationship between press release effectiveness and journalist satisfaction using quantitative methods. A structured survey was distributed to 26 officially registered journalists, and data were analyzed using simple linear regression.

This research is expected to contribute theoretically to institutional communication studies by emphasizing the role of media relations in enhancing information value. Practically, it provides insights for public institutions, particularly the police, to optimize their communication strategies and build more effective relations with the press. Based on the framework, the hypothesis proposed in this study is: The more effective the press release presentation by the Bone Police PR Division, the higher the level of journalists' satisfaction with the information received.

RESEARCH METHODS

This study employs a quantitative survey method to measure the effectiveness of press release presentation on journalists' information satisfaction. This approach was chosen as it allows for systematically testing relationships between variables based on numerical data and statistical analysis. The study is associative-causal, wherein the researcher seeks to identify and explain the significant influence of the independent variable—press release presentation effectiveness—on the dependent variable, which is the journalists' satisfaction in obtaining information.

The subjects of this study are journalists officially registered as media partners with the Public Relations Subdivision of the Bone Resort Police (Polres Bone). At the same time, the research object focuses on the form and quality of press release presentations conducted by the Bone Police Public Relations Division. The total population in this study consists of 26 journalists, all included as respondents; thus, the sampling technique used is saturated sampling. This technique was selected because the population size is relatively small and all members are considered relevant and capable of providing the required data for the study.

The research was conducted at the Public Relations Office of Polres Bone, located on Yos Sudarso Street, Tanete Riattang Timur District, Bone Regency, South Sulawesi. The data collection process took place from March to April 2020. All field activities—including questionnaire distribution, preliminary interviews, and administrative documentation—were carried out at the location while adhering to the relevant institution's data access protocols.

The research instrument was a closed-ended questionnaire employing a five-point Likert scale, developed based on the S-M-C-R-E communication model (Source–Message–Channel–Receiver–Effect). Indicators used to measure the effectiveness of press release presentation include source credibility, clarity, style of message delivery, and the communication media used (both digital and conventional). Meanwhile, information satisfaction was measured through journalists' perceptions of the relevance, accuracy, appeal, ease of access, and comprehension of the information conveyed in the press releases. Instrument validity was tested using Pearson's product-moment correlation, and reliability was tested using Cronbach's Alpha coefficient.

The data collection techniques in this study consisted of three main methods: distributing questionnaires as the primary instrument, observing information distribution patterns in the field, and documenting press release files previously distributed by the Polres Bone Public Relations Division. Questionnaires were distributed directly to the journalists under the researcher's supervision to ensure the data's completeness and accuracy.

Data analysis was conducted using simple linear regression to measure the relationship between the independent and dependent variables. Data processing was carried out using IBM SPSS Statistics version 25. A significance test was conducted at a 95% confidence level ($\alpha = 0.05$) to determine whether there was a significant effect between the effectiveness of press release presentation and the level of journalists' satisfaction with the information obtained. This analytical model was chosen as it aligns with the study's primary objective, which is to assess the extent to which variations in information presentation impact the perceived information satisfaction from the media's perspective.

With this methodological approach, the study's results are expected to provide a strong empirical foundation for understanding the role of institutional communication in fostering harmonious and productive relationships between law enforcement agencies and the mass media.

RESULTS AND DISCUSSION

The results of the study consisted of descriptive statistics, test results of the assumptions and results of hypothesis testing (if any and quantitative) or interview and observation data or data other qualitative (if qualitative) or data review / critical study of literature, then critically analyzed (maximum 20% of whole pages of text) presented sequentially or integrated. The exposure section contains the results of the data analysis. If there are tables/charts/images contain exposure to the analysis results that have been meaningful and easy to understand its meaning quickly.

Respondent Characteristics

This study involved 26 journalists officially registered as media partners of the Public Relations Division of the Bone Police Resort. As presented in Table 1, the demographic profile of the 26 respondents shows that the majority were male (88.5%) and primarily within the 23–44 age range. Most respondents held a bachelor's degree (53.8%), with others having completed high school (34.6%), a diploma (3.9%), or postgraduate studies (7.7%). In terms of work experience, nearly half had worked in journalism for 1–5 years (46.2%), while a significant portion had 6–17 years of experience (46%). This indicates that the respondent group comprises experienced and professionally qualified journalists, making them credible sources for evaluating public relations communication materials.

Table 1.
Radio Broadcast Schedule

Category	Subcategory	Frequency (n)	Percentage (%)
Gender	Male	23	88.5%
	Female	3	11.5%
Age	23-33 years	12	46.2%
	34-44 years	10	38.5%
	45-55 years	4	15.3%
Educational Level	High School	9	34.6%
	Diploma	1	3.9%
	Bachelor's Degree	14	53.8%
	Postgraduate	2	7.7%
Length of Work Experience	Less than 1 year	1	3.9%
	1-5 years	12	46.2%
	6-11 years	6	23.0%
	12-17 years	6	23.0%
	More than 21 years	1	3.9%

Effectiveness of Press Release Presentation

The effectiveness of press release presentations by the Public Relations Division of Polres Bone was assessed through three key dimensions of the S-M-C-R-E communication model: Source, Message, and Channel. Overall, respondents provided positive evaluations across all aspects. Regarding Source, journalists considered the PR division a credible and competent communicator, noting that the information originated from reliable experts, which enhanced trust and receptivity. Regarding the Message, the press releases were viewed as clear, relevant, and professionally structured, with content that aligned well with journalistic standards and was deemed suitable for immediate publication. Finally, in the Channel dimension, digital distribution methods—primarily via WhatsApp- and the official Polres Bone website were considered adequate, allowing journalists to access information quickly and conveniently.

Table 2.
Respondent's Perceptions of Press Release Effectiveness (N=26)

Indicator	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The press release source is an expert in the field	12 (46.2%)	9 (34.6%)	3 (11.5%)	2 (7.7%)	0 (0%)
The source is trustworthy	14 (53.8%)	12 (46.2%)	0 (0%)	0 (0%)	0 (0%)
The message style is interesting and easy to understand	3 (11.5%)	16 (61.5%)	5 (19.2%)	1 (3.9%)	1 (3.9%)
Content follows press release standards	4 (15.3%)	14 (53.9%)	6 (23.1%)	2 (7.7%)	0 (0%)
Social media channels facilitate information distribution	6 (23.1%)	13 (50%)	3 (11.5%)	1 (3.9%)	3 (11.5%)
The official website makes press releases easily accessible	7 (26.9%)	14 (53.8%)	1 (3.9%)	1 (3.9%)	3 (11.5%)

Table 2 shows that most respondents perceived the press releases by the Bone Police Resort's Public Relations Division as effective. All journalists agreed the sources were trustworthy; over 70% found the messages clear and engaging. Digital platforms like social media and the official website were also seen as helpful, though a few noted issues with consistency. Overall, the results support Berlo's S-M-C-R-E model, highlighting the importance of credible sources and accessible channels in effective communication. This aligns with findings by Zhang et al. (2024), which showed that applying the SMCR model improves communication outcomes.

Journalists' Satisfaction with Information Received

Journalists reported high satisfaction levels with the press releases they received, especially regarding content relevance, clarity, accuracy, and ease of access. These aspects were measured using Likert-scale responses.

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Table 3.

Respondent's Perceptions of Satisfaction with Information Received (N=26)

Indicator	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Satisfied with the presentation of the press release	4 (15.3%)	12 (46.2%)	7 (26.9%)	0 (0%)	3 (11.5%)
Press releases helped increase knowledge in journalism	5 (19.2%)	12 (46.2%)	7 (26.9%)	0 (0%)	2 (7.7%)
The press release is interesting and suitable for media coverage	4 (15.4%)	10 (38.5%)	9 (34.6%)	3 (11.5%)	0 (0%)
The pre-presentation follows standard format and is effective	4 (15.4%)	12 (46.1%)	8 (30.7%)	1 (3.9%)	2 (7.7%)
The press release matches the information needs of journalists	2 (7.7%)	13 (50.7%)	8 (30.7%)	1 (3.9%)	2 (7.7%)
The press release helps in receiving and analysing the direction of the news	3 (11.5%)	14 (53.9%)	7 (26.9%)	0 (0%)	2 (7.7%)

Table 3 shows that most respondents were satisfied with the press releases provided by the Public Relations Division of the Bone Police Resort. Over 60% agreed that the information was clear, informative, and relevant to their journalistic needs. Respondents also found the content helpful in understanding and framing the news direction. However, a few remained neutral or disagreed, particularly regarding content appeal and format consistency. The press releases were generally well-received, but relevance and presentation style improvements could further enhance journalists' satisfaction.

The Relationship Between Effectiveness and Satisfaction

A simple linear regression test showed a statistically significant relationship between the effectiveness of press release presentation (X) and journalist satisfaction (Y). The result yielded a significance value of $p = 0.000$ and a coefficient of determination $R^2 = 0.840$.

Table 4.
Summary of Simple Linear Regression Analysis

Component	Value
Regression Equation	$Y = -5.601 + 1.124 X$
R (Correlation Coefficient)	0.917
R Square (Coefficient of Determination)	0.840
Adjusted R Square	0.834
Standard Error of Estimate	2.237
ANOVA F Value	126.297
ANOVA Significance (p-value)	0.000
Regression Coefficient (B)	1.124
Standard Error (B)	0.100
t Value	11.238
Significance (B)	0.000
Constant (Intercept)	-5.601
Standard Error (Constant)	2.417
t Value (Constant)	-2.317
Significance (Constant)	0.029

The regression analysis reveals a strong and significant positive relationship between the effectiveness of press release presentations and journalists' satisfaction with the information received. The correlation coefficient ($R = 0.917$) indicates a powerful relationship, and the coefficient of determination ($R^2 = 0.840$) shows that the effectiveness variable can explain 84% of the variation in satisfaction.

The F value (126.297) and significance level ($p = 0.000$) confirm that the regression model is statistically significant. The regression coefficient ($B = 1.124$) suggests that for every one-point increase in perceived effectiveness, satisfaction increases by 1.124 points. The high t value (11.238) and low p-value (0.000) further reinforce that this effect is strong and reliable.

These findings support the hypothesis that effective communication through press releases directly and significantly impacts media satisfaction. They highlight that journalists covering legal and criminal issues rely heavily on formal police communications, particularly when independent access to crime scenes or evidence is restricted (Nur & Abidin, 2023).

Visualization of Findings

The following bar chart illustrates the relationship between press release effectiveness and journalist satisfaction. It compares average scores between the effectiveness of press release elements (Source, Message, Media) and satisfaction indicators (Relevance, Accessibility, Attractiveness).

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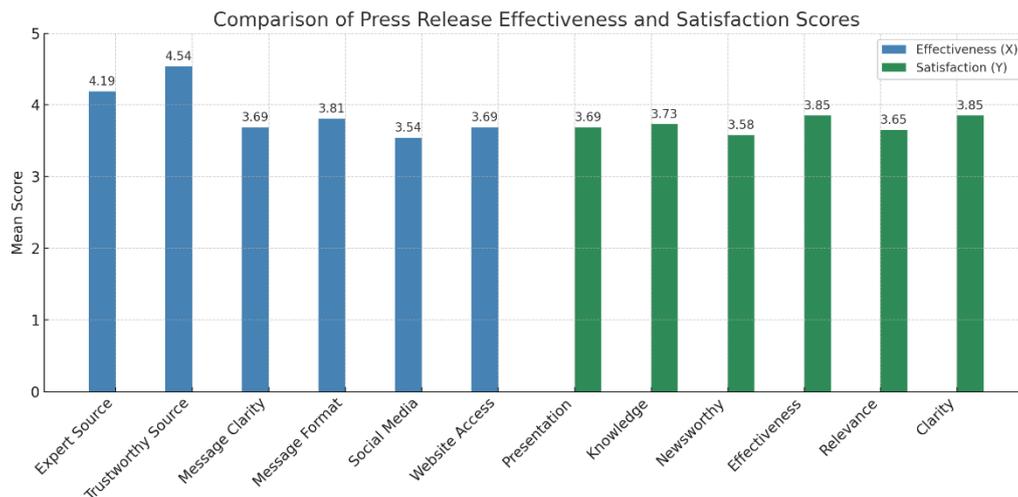


Figure 1. Comparison of Press Release Effectiveness and Satisfaction Scores

The bar chart shows that the effectiveness of press release presentations was rated slightly higher than journalists' satisfaction across most indicators. Respondents rated source credibility, expertise, and trustworthiness as the highest aspects of effectiveness, with scores of 4.19 and 4.54, respectively. Meanwhile, satisfaction indicators such as clarity and effectiveness of information also received relatively high ratings (both at 3.85), indicating a strong but not perfect alignment between the quality of communication and its perceived value by journalists.

Notably, the indicators with the lowest scores in both categories, social media channels (3.54) for effectiveness and newsworthiness of content (3.58) for satisfaction, suggest potential areas for improvement. These results highlight that while the Public Relations Division's press releases are generally effective, there remains room to enhance how well the information meets the editorial standards and expectations of the media.

The chart supports the conclusion that higher communication effectiveness results in higher satisfaction, reinforcing the importance of message quality, format, and accessibility in institutional public relations.

Comparison with Previous Studies

The relationship between the effectiveness of press releases and journalists' satisfaction has been a subject of interest in recent research. Fatimah (2019) studied the effectiveness of the Garut District Government's press releases. She found a strong correlation between the credibility and content of press releases and the formation of the government's image among journalists. This suggests that well-crafted press releases can influence journalists' perceptions and satisfaction. Similarly, Safitri (2018) examined the effectiveness of press releases as a medium of information for journalists in the Public Relations Bureau of the South Sumatra Provincial Government. The study concluded that effective communication through press releases increased satisfaction

among journalists, highlighting the importance of clarity and accessibility in press release content. In a broader context, Martin et al. (2018) measured the overall satisfaction of Filipino journalists with public information officers. The study revealed that journalists were generally satisfied with the efficiency and reliability of information provided, emphasizing the role of consistent and trustworthy communication in fostering positive relationships between journalists and public relations officers.

These studies collectively underscore the critical role of effective press release strategies in enhancing journalists' satisfaction and, by extension, the public image of institutions. Your study's findings contribute to this body of knowledge by reaffirming the importance of credibility, clarity, and accessibility in press release content.

CONCLUSIONS AND RECOMMENDATIONS

This study examined the relationship between the effectiveness of press release presentations by the Public Relations Division of the Bone Police Department and journalists' satisfaction with the information received. Grounded in the S-M-C-R-E communication model, the research demonstrated that the clarity, credibility, and media accessibility of police press releases significantly influence the level of satisfaction among journalists. The findings confirm a strong and statistically significant correlation between effective message delivery and the journalists' perception of information relevance, accuracy, and usefulness. The findings also support the argument that performance-based police communication, when transparent and timely, can strengthen journalist engagement and directly influence public trust (Canales et al., 2025).

The results offer meaningful implications for public communication practices in law enforcement institutions. Press releases are tools for information dissemination and strategic instruments in shaping institutional credibility and fostering trust between the police and the media. Enhancing the quality and responsiveness of these releases could contribute to more constructive police–media relationships, ultimately supporting more informed public discourse.

Future studies could expand the scope by comparing findings across regional police departments or other public institutions. Qualitative approaches—such as in-depth interviews or discourse analysis—could also enrich the understanding of journalists' expectations and institutional communication strategies. Moreover, investigating the long-term impact of media satisfaction on public trust in law enforcement remains a valuable direction for further research.

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