

ABSTRACT

Police is an important institution because the police have a major role in maintaining security, responsibility and enforcement across sovereign States. In Indonesia the police agency has the name of the Police of the Republic of Indonesia (POLRI). In improving the security of the State Police Indonesia has set up the division of technology and information with the aim to develop technology, technology used by the police is for maintaining public security. The emergency number of the police is one of the solutions in accelerating the process of a complaint about things that interfere with the security and comfort of the community. Indonesia itself has many emergency numbers such as emergency number of fire department, emergency ambulance number and emergency number of police. However, the emergency number of the police has more advantages than any other emergency numbers, such advantages can include fire and ambulance assistance, and the police number can also track the position of the caller in detail, in addition to the estimation for the police to come to the Crime Scene (TKP) within 5 to 10 minutes. Lack of information and socialization from the police, making the police emergency number less known by the public. One of the way to deliver and promote Rainbow Rafting is to create informative and effective campaign designs using promotional media such as stickers, videos, social media, web banners, x banner, magazine ads, posters, billboards and merchandise. The goal is to provide information to the target audience.

Keywords : Police, Jakarta, Indonesia, Emergency call