

## **ABSTRACT**

*This study is entitled "Brand Communication to Optimize the Image of the Indonesian National Police in Public Services through Green Service". The main objective of this study is to explore how brand communication can be used effectively to improve and optimize the image of the Indonesian National Police (POLRI) in the context of public services, with a special focus on the application of the Green Service concept. Optimizing the image of the Polri institution in public services has become one of the main focuses in efforts to increase public trust and satisfaction with the performance of the Polri. The latest innovation in supporting this goal is the launch of the Green Service program at the Cirebon Police. Green Service is a program to invite the public to save and manage cardboard, paper, and plastic waste, so that their living environment becomes clean. The amount of waste available can be exchanged for rupiah, the results of which can be used to pay for Non-Tax State Revenue (PNBP) in making a Driving License (SIM) and Police Record Letter (SKCK). The implementation of Green Service presents an innovative solution that is able to integrate public services with environmental awareness. The right promotional media can help increase public awareness of this program, encourage active participation, and strengthen the image of the Polri as an innovative, environmentally conscious, and responsive institution to the needs of the community. However, the uneven distribution of information has caused this green service program to experience obstacles, so to overcome these obstacles, the author designed promotional media based on research as the right solution that is expected to help the Cirebon Police in optimizing the image of the Police through Green Service public services.*

**Keywords: Brand Communication, Green Service, Image, Police, Public Services**