

## IMPLEMENTATION OF THE QUICK WINS PRESISI PROGRAM AT THE NORTH TAPANULI POLICE DEPARTMENT TO IMPROVE COMMUNITY SECURITY

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### ABSTRACT

This research to understand the implementation of the Quick Wins Presisi program at the North Tapanuli Police Department in enhancing community security through a qualitative approach using descriptive methods and a socio-legal perspective. The research explores the implementation process of the program, the obstacles and challenges encountered, as well as the community's responses to the policing policy. Primary data were collected through in-depth interviews, field observations, and documentation involving police officers, community leaders, and local government officials. Meanwhile, secondary data were gathered from official documents, regulations, and relevant academic literature. Data analysis was conducted using Miles and Huberman's interactive model, including data collection, reduction, presentation, and conclusion drawing, which was validated through source and method triangulation. The findings reveal that the implementation of the Quick Wins Presisi program at the North Tapanuli Police Department has positively contributed to increasing public trust and reducing crime rates in several areas, although it still faces challenges such as limited resources, inter-agency coordination, and social resistance. This research provides a comprehensive overview of the dynamics of police policy implementation at the regional level and offers strategic recommendations for strengthening the program based on participatory and socially responsive approaches.

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### INTRODUCTIONS

Environmental security is a fundamental aspect of creating social stability and public order. In the context of law enforcement in Indonesia, the National Police (Polri) plays a central role in maintaining security and public order (Kamtibmas). As security challenges become increasingly complex, the police continue to adapt through various strategic innovations to improve the effectiveness of public services, one of which is the Quick Wins Presisi program. This program is part of the policing strategy initiated by the Chief of Police to enhance the performance of the

institution in delivering fast, accurate, transparent, and professional services. The concept of Presisi (Predictive, Responsibility, and Transparency with Justice), which forms the foundation of this program, aims to increase public trust in the police through reforms in various sectors, including the community security system. The North Tapanuli Police Department (Polres Tapanuli Utara), as a regional police institution, has adopted this program to improve the safety and comfort of communities within its jurisdiction (Pratama, 2023).

In recent years, security in North Tapanuli has faced increasingly complex challenges. Based on preliminary research data obtained from the annual report of the North Tapanuli Police Department, there has been an 18% increase in crime over the past three years (2021–2023). The most dominant types of crimes include aggravated theft (curat), motor vehicle theft (curanmor), drug trafficking, and domestic violence (DV). Furthermore, according to the 2023 community satisfaction survey conducted by the North Tapanuli Police, 64% of respondents felt that their neighborhood security was not yet optimal. Factors influencing this perception include delays in police response to public reports, lack of visible police presence in residential areas, and suboptimal use of technology in security monitoring systems (Syahputra et al., 2023).

In other regions, the implementation of the Quick Wins Presisi program has shown positive impacts on improving community security. For instance, at the Sleman Police Department, Yogyakarta, the application of data-based patrol systems or predictive policing succeeded in reducing crime rates by 23% within one year. A similar outcome occurred at the Malang City Police, where the implementation of this program improved police responsiveness to public reports by up to 80% faster than before. These realities indicate that the Quick Wins Presisi program can positively impact security improvements, making it relevant to study its implementation at the North Tapanuli Police Department (Hasibuan, 2023).

North Tapanuli is a region with unique geographic and social characteristics. With varying population densities across its subdistricts, each area faces different security challenges. In urban areas such as Tarutung, the main issues are street crimes, theft, and drug circulation. Meanwhile, in rural areas, the main challenges relate to agrarian conflicts, theft of agricultural products, and inadequate security infrastructure. Besides geographical factors, socio-economic conditions also contribute to security issues in the region. Based on data from the Central Bureau of Statistics of North Tapanuli Regency, the open unemployment rate in 2023 reached 5.2%, higher than in several other regencies in North Sumatra. This unstable economic condition often becomes a contributing factor to the rise in crime rates (Vidyatama, 2021).

As part of police reform, the North Tapanuli Police Department began adopting the Quick Wins Presisi program in 2022. This program includes various initiatives, such as enhancing data-based patrols, optimizing community complaint services, strengthening partnerships with the community, and utilizing technology in the security system. One of the efforts is the implementation of more targeted patrol systems focusing on crime-prone areas based on historical data. In addition, the North Tapanuli Police developed a Quick Response Call Center that enables the public to report criminal incidents quickly and receive faster responses from the police. Other efforts include increasing community participation in maintaining security through the Polisi RW (Community Police) and Polisi Sahabat Desa (Village Partner Police) programs. Technology has also been utilized, such as installing CCTV in strategic locations and integrating with digital-based applications for real-time security monitoring (Dhito, 2022).

Based on preliminary data from various sources, the crime rate in the jurisdiction of the North Tapanuli Police Department has increased by 18% in the past three years. The most dominant types of crimes are aggravated theft, motor vehicle theft, drug trafficking, and domestic violence. Moreover, community satisfaction survey results show that 64% of respondents feel that neighborhood security is still suboptimal. One factor contributing to this dissatisfaction is the delay in police responses to public reports, reflecting the need to improve service effectiveness. This situation is further exacerbated by the unemployment rate in North Tapanuli, which reached 5.2%, a relatively high figure compared to other regencies in North Sumatra, potentially serving as a trigger for the rise in crime rates (Kamanang et al., 2025).

On the other hand, the implementation of the Quick Wins Presisi program in several other regions in Indonesia has demonstrated positive impacts in reducing crime rates and improving police responsiveness. For example, in Sleman, the program succeeded in reducing crime rates by 23% within one year. Similarly, in Malang City, the

program improved police responsiveness to public reports by up to 80% faster than before. These findings suggest that predictive and responsive strategies embedded in the Quick Wins Presisi program can serve as solutions to improve community security systems. Therefore, it is essential to further examine how this program's implementation in North Tapanuli Police can contribute to enhancing community safety while also identifying challenges faced in its execution (Anggara et al., 2024).

Despite the strategic steps taken, the implementation of the Quick Wins Presisi program in North Tapanuli still encounters several challenges. One of the main obstacles is limited resources, both in terms of personnel and infrastructure. Although training and capacity building have been provided for police officers, the number of personnel available remains disproportionate to the vast coverage area that must be monitored. In addition, the lack of digital literacy among the community also presents its own challenges. In using security technologies such as complaint applications, many people still do not fully understand how to use them effectively, thereby limiting the benefits of these digital services provided by the police. Another influencing factor is coordination with local government. The implementation of security policies requires stronger synergy between the police and local authorities to ensure the program's optimal execution. Without full support from local policymakers, this program may encounter administrative and bureaucratic obstacles.

## METHOD

This study employs a qualitative descriptive method to understand the social phenomena surrounding the implementation of the Quick Wins Presisi program at the North Tapanuli Police Department. The qualitative approach enables in-depth data collection to assess the program's effectiveness in improving community security, while the descriptive approach illustrates its application systematically, factually, and accurately. A socio-legal perspective is also used to analyze the interaction between law and society, particularly how communities perceive, respond to, and are affected by the program. Primary data were obtained from police officers, community representatives, and local government officials through interviews and observations, while secondary data came from police reports, legislation, and academic literature. Together, these sources provided a comprehensive view of both the policy process and its social reception (Fiantika et al., 2022).

Data analysis followed Miles and Huberman's interactive model, encompassing data collection, reduction, presentation, and conclusion drawing with verification. Triangulation of sources and methods was employed to ensure validity and reliability, by comparing perspectives from different informants and combining interviews, observations, and documentation. Despite certain limitations—such as the restricted scope to North Tapanuli, time constraints, and limited access to some confidential data—the research offers valuable insights into the implementation of Quick Wins Presisi. It highlights not only the opportunities and challenges faced in strengthening policing strategies but also provides recommendations for enhancing the effectiveness of public security policies in the future.

## RESULT AND DISCUSSIONS

### Implementation of the Quick Wins Presisi Program at the North Tapanuli Police Department

The Quick Wins Presisi program is one of the strategic efforts designed to restore the image of the police institution in the eyes of the public. In its implementation, the police focus on accelerating responses to various public complaints, whether submitted through social media or based on direct findings in the field by police officers. For example, when there are reports from the community that have not yet received a response, the police will direct the complainant to come to the station to receive a Notification Letter on the Progress of Investigation Results (SP2P). It should be understood that institutionally, the police have a good system; problems usually arise from the behavior of certain individuals who deviate from the rules, often referred to as "rogue elements" (*oknum*) (Adhikara et al., 2024).

The eradication of social problems carried out by the North Tapanuli Police, particularly in dealing with illegal lottery gambling (*togel*), is a concrete part of the implementation of the Quick Wins Presisi Program. This program is an initiative of the Indonesian National Police that aims to increase public trust in the institution through measures that are swift, accurate, and responsive to issues of public concern (Fransiska et al., 2024).

The jurisdiction of the North Tapanuli Police Department (Polres Tapanuli Utara) covers one regency, namely North Tapanuli Regency, which consists of 15 districts and 242 villages or sub-districts. Geographically, the area borders Toba Regency to the north, South Tapanuli Regency to the south, Labuhan Batu Regency to the east, and Humbang Hasundutan and Central Tapanuli Regencies to the west. The total area of North Tapanuli Regency reaches 3,800.31 km<sup>2</sup>, consisting of 3,793.71 km<sup>2</sup> of land and 6.60 km<sup>2</sup> of water in the form of lakes.

The population in this region totals 323,102 people, consisting of 161,782 men and 161,320 women, with an average population density of 84 people per square kilometer. Demographically, the population of North Tapanuli Regency is dominated by the Batak Toba ethnic group, which accounts for 95.95% of the total population. Other ethnic groups living in the area include Simalungun (1.25%), Mandailing (0.95%), Javanese (0.9%), Nias (0.65%), Chinese (0.3%), Batak Karo (0.21%), Malay (0.08%), and Minang (0.01%) (Soesilowati et al., 2021).

In terms of religion, the majority of the people of North Tapanuli adhere to Christianity (95.09%), followed by Islam (4.76%), Buddhism (0.05%), and traditional religions (0.01%). The jurisdiction of the North Tapanuli Police is divided into five main sectors that form the basis of community economic activity: the mining sector (oil, limestone, sand, and andesite rock), agriculture (rice, shallots, chili), plantations (cloves, rubber, frankincense), fisheries (carp and tilapia), and livestock (buffalo, horses, and pigs) (Alfamantar & Fadillah, 2025).

Ideologically, the people of North Tapanuli are known as a group that firmly upholds the values of Pancasila and respects the principles of diversity among religions, ethnicities, races, and groups. Local traditions and wisdom, particularly Batak customs, are still highly respected and preserved. Socio-politically, society continues to uphold the value of *Dalian Na Tolu*, which serves as the foundation for community life and deliberation. Religious and cultural activities continue to run safely and harmoniously. North Tapanuli Regency also has great potential in the tourism sector, both spiritual tourism and natural tourism, which are believed to be able to boost local economic growth. The presence of Silangit International Airport further strengthens the region's connectivity with other areas and serves as the main gateway for both domestic and international tourists, while also supporting economic movement and dynamics in North Tapanuli (Sholahuddin & Damastuti, 2024).

One police officer from the North Tapanuli Police explained that the steps taken by the police in eradicating gambling and narcotics demonstrate how Quick Wins Presisi is implemented in the local context. Collaboration with the community, open communication, and efforts to create legal awareness among citizens are strategies that support the creation of security and public order. Active community involvement through support and reporting is also an important part of the responsive strategy offered by this program (Interview with North Tapanuli Police Personnel, May 2025).

At the North Tapanuli Police Department, the implementation of Quick Wins Presisi is realized through a strong commitment to addressing social issues that disturb the community, such as gambling and drug abuse. The approach used is not only repressive but also preventive and collaborative. The police are not hesitant to evaluate internal performance and even open themselves to correction if irregularities are found in the execution of duties. Transparency and accountability are the main characteristics of the Presisi spirit (Predictive, Responsibility, and Transparency with Justice) (Verawati et al., 2025).

One police officer from the North Tapanuli Police further explained that the North Tapanuli Police Headquarters currently has a building area of about 300 m<sup>2</sup> and is supported by 377 personnel. With a population of 323,102 people in its jurisdiction, the ratio of police officers to citizens is about 1:857. This ratio indicates a particular challenge in optimizing community services and security, especially considering the vast area of North Tapanuli Regency, which reaches 3,800.31 km<sup>2</sup> (Interview with North Tapanuli Police Personnel, May 2025).

Considering these conditions, the North Tapanuli Police have initiated the establishment of Police Sectors (*Polsek*) in five districts considered strategic and in need of a stronger police presence at the local level. These districts are Simangumban, Purbatua, Pagarar, Tarutung, and Siatas Barita. This effort aims to increase the reach and effectiveness of security services as well as accelerate responses to public order disturbances in a wide and dispersed region.

In addition, as part of strengthening infrastructure and operational support, the North Tapanuli Police are also seeking to relocate the headquarters to a new location with a larger land area. This relocation is considered important

to adjust the physical capacity of the headquarters to the institutional needs, the number of personnel, and the complexity of tasks and security challenges in such a vast and diverse jurisdiction both geographically and demographically (Markamah & Hanum, 2024).

The Quick Wins Presisi program implemented by the Indonesian National Police, including within the North Tapanuli Police, is part of a strategic and targeted bureaucratic reform effort. The concept of quick wins itself, as explained in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform No. 13 of 2011, is an initial step that is fast, simple, and has a real impact in driving the success of larger and more complex programs. Its purpose is to create positive momentum, increase organizational confidence, and gain broader public support for the changes being undertaken.

A North Tapanuli resident explained that:

“We see that the Quick Wins Presisi program is not just a slogan,” said one resident of North Tapanuli. “This program is truly felt here, especially since the North Tapanuli Police started implementing real measures such as establishing Polsek in five districts and relocating the headquarters, which makes services more effective. They are also firm in eradicating gambling and narcotics that have long been troubling. For us, all this shows that the police are truly transforming into a professional, transparent institution committed to justice. We as the community certainly hope that this step will be maintained, because we have begun to feel the presence of more responsive and caring police officers,” he added, emphasizing the importance of continuing this commitment (Interview with North Tapanuli Resident, June 2025).

In the context of policing, Quick Wins Presisi is specifically regulated through National Police Regulation No. 1 of 2021, which serves as the basis for implementing the transformation program toward a predictive, responsive, transparent, and just police institution (Presisi). This program outlines strategic objectives to improve the quality of public services, strengthen internal oversight, and build public trust in the police as a professional, modern, and integrity-based law enforcement institution.

When connected to its implementation in the North Tapanuli Police Department, Quick Wins Presisi is not merely jargon but serves as an operational foundation in addressing security challenges in a wide and complex region. Efforts such as the establishment of Polsek in five districts, the relocation of the headquarters to support work effectiveness, and the commitment to eradicating social problems like gambling and narcotics are all part of quick wins initiatives that demonstrate seriousness in building an adaptive and community-oriented police institution. Through these concrete steps, the North Tapanuli Police not only carry out their structural mandate but also promote the creation of an institution that is credible and trusted by the public (Sari et al., 2024).

With the Quick Wins Presisi program, the police are assisted in carrying out the programs set by the Chief of Police, especially in efforts to improve service quality to the public. This program is also considered to have the potential to serve as a real example for society of the importance of integrity and an anti-corruption spirit that should be inherent in the police institution.

Another North Tapanuli resident explained that: “We see that the Quick Wins Presisi program has indeed started to be implemented, but its execution is still not optimal,” said a resident of North Tapanuli. “There are still unclear aspects, especially regarding the objectives and targets of this program. For example, not all of us know what the actual goals of these activities are, and sometimes they don’t feel directly connected to community needs. But we still hope that in the future it can be more directed and aligned with the established standards,” he added with hope (Interview with North Tapanuli Resident, June 2025).

However, based on interviews with several informants, the author found that the implementation of the Quick Wins Presisi program in the field has not yet been fully optimal in terms of standards, objectives, and policy targets. Although the program is conceptually very ideal, its implementation still faces various challenges. This shows that the success of a policy program is not only determined by its initial design but also by the quality of its operational execution.

Through this program, the police actually have a great opportunity to continue promoting constructive and solution-oriented activities, enabling them to respond more adaptively and swiftly to various public issues.

Furthermore, the success of this program can serve as a reflection of the institution's efforts to strengthen a culture of integrity and reject corrupt practices (Suryawati et al., 2023).

In the context of public policy implementation, it is very important to clearly identify and measure the objectives and targets of the program. Without seriously paying attention to these goals, the implementation process risks failure. Therefore, setting policy standards and measures must be accompanied by evaluation criteria that can objectively and sustainably assess program performance (Angkawijaya et al., 2021).

The success of implementing a policy or program, including the Quick Wins Presisi program, is highly determined by the ability to optimize available resources. Wirananda (2025) explains, human resources are the most important element in determining the achievement of implementation success. In this context, the resources in question include two main aspects: budget and the quality of human resources (HR). Both are fundamental prerequisites for policies to be carried out effectively and efficiently.

One police officer from the North Tapanuli Police explained that the implementation of Quick Wins Presisi cannot rely solely on budget availability but also requires improvements in the human resources sector, particularly in terms of training and supervision. If both aspects—budget and HR—are managed properly, then the main objective of the program, namely to create a more precise, professional, and integrity-driven police institution, will be more easily achieved (Interview with North Tapanuli Police Personnel, May 2025).

In the implementation of the Quick Wins Presisi program, sufficient budget availability is a support for the various activities designed, both in operational form and in capacity building. Without adequate financial support, it is impossible for an institution like the police to optimally carry out change programs. On the other hand, the success of the program also greatly depends on the quality of the HR who implement it. The individuals involved must possess integrity, competence, and commitment to the program's goals. Encouragement of communication among members of the North Tapanuli Police team should also be a focus in the implementation of the Quick Wins Presisi program.

### **Obstacles and Challenges in the Implementation of the Quick Wins Presisi Program at the North Tapanuli Police Department**

The condition of the Quick Wins Presisi program, which is considered less than optimal in practice, is understandable since each region has its own characteristics and challenges. In an area like North Tapanuli, the potential for both horizontal and vertical conflict remains quite high, which inevitably affects the effectiveness of policy implementation. A concrete example is the land conflict between residents of Dusun Nagasaribu, Pohan Jae Village, Siborongborong District, and PT. Toba Pulp Lestari (TPL). Agrarian issues such as this not only spark tensions between communities and corporations but also place the police institution in a complex position where they are required to maintain neutrality, defuse conflict, and at the same time serve the public interest fairly (Saifulloh et al., 2022).

In such situations, the implementation of a program that emphasizes integrity, responsiveness, and transparency will inevitably face various tests. Therefore, although the execution of the Quick Wins Presisi program has not yet reached its optimal level, it cannot be separated from the socio-political context and ongoing or past conflicts in the region. In fact, these are the real challenges that the police institution must address in order to prove its commitment to building public trust through a humanistic and professional approach.

A local government official in North Tapanuli explained:

“One of the obstacles we see in the field is the lack of external socialization from the police regarding the Quick Wins Presisi program,” said a local official in North Tapanuli Regency. “The community does not fully understand the content and objectives of this program. As a result, their participation in supporting its implementation is low, and sometimes misunderstandings or negative perceptions emerge regarding the efforts being made by the police.” He stressed that public communication is the key to bridging understanding between officers and citizens. “We hope that in the future communication will not only be internal but also external—explaining to the public the tangible benefits of this program and how its mechanisms work. If people are involved from the beginning, they will not only become objects of policy but active subjects who contribute to maintaining security and public order together” (Interview with Local Official, North Tapanuli, June 2025).

A community member in North Tapanuli explained:

“To be honest, we in the community still don’t really understand what the Quick Wins Presisi program is,” said a resident of Pohan Jae Village, Siborongborong District. “The socialization is still lacking, so we don’t know what this program is really for and how it works. Sometimes what we see are just ceremonial activities, but we don’t know the impact on the community.” The resident also revealed that the lack of information made many people uninterested or even suspicious of the program. “If the explanation is delivered properly to the community, we would certainly want to support it. But since we don’t know the benefits and mechanisms, we’re just confused” (Interview with North Tapanuli Resident, June 2025).

The lack of external socialization has caused the public not to fully understand the substance of the Quick Wins Presisi program. Consequently, public participation in supporting the program remains minimal, and the potential for resistance or misperceptions about police performance may increase. Public communication should be directed toward explaining the benefits and mechanisms of the program so that the community is not only an object but also an active subject in supporting the success of policing policies.

Barriers in external communication can also affect public trust in the police. In this era of information openness, the public demands transparency and participation. Without two-way communication, it will become increasingly difficult for the police institution to gain public trust and support. Therefore, building good communication with the community is an important strategy to strengthen the legitimacy of the Quick Wins Presisi program (Fiorentina, 2024).

To overcome this obstacle, the North Tapanuli Police need to take concrete steps such as developing a structured and planned communication strategy. Activities such as community forums, village outreach, or the use of social media can serve as effective channels for conveying program information to the public. In every implementation of public communication, it is also important to involve community leaders, religious figures, and local stakeholders as bridges between the police and the community.

The implementation of the Quick Wins Presisi program in North Tapanuli faces various structural, cultural, and situational obstacles and challenges. As a strategic approach to accelerating police performance reform, the Quick Wins Presisi program requires alignment between central policies and local dynamics. However, field realities show that such synchronization does not always run smoothly, particularly when confronted with resource limitations and resistance within the institution itself (Pratama, 2023).

One of the main obstacles lies in human resources. Not all personnel fully understand the essence and direction of the Quick Wins Presisi policy. There are still officers who view this program merely as an administrative routine without grasping the transformative values it aims to achieve. Low digital literacy, along with uneven training and preparation related to modern police technologies, also poses serious barriers to realizing adaptive and responsive policing services.

The lack of information technology infrastructure in North Tapanuli is another significant obstacle. Implementing various Quick Wins programs requires a system that is fast, transparent, and integrated. However, in reality, some police sector offices (*Polsek*) or community service units in rural areas still lack adequate facilities. Unstable internet networks and insufficient supporting devices remain challenges that hinder the digitalization of public policing services (Syahputra et al., 2023).

Another challenge is the socio-cultural characteristics of North Tapanuli society, which are still influenced by traditional communication patterns and kinship-based social structures. In the context of law enforcement, this can become an obstacle when legal processes are seen as disturbing customary harmony or triggering horizontal conflicts. Therefore, the implementation of the Quick Wins program, which emphasizes transparency and accountability, often faces the dilemma of balancing social stability with objective law enforcement.

Local political dynamics also affect the effectiveness of program implementation. In some cases, the police face direct or indirect political pressures that can potentially influence their independence in law enforcement. Close relationships between local elites and officers, or economic interests involving influential actors in the region, often create challenges in maintaining neutrality and integrity in program implementation.

The imbalance in authority and command distribution across levels also poses a problem. Some lower-level personnel feel that this program is too top-down and does not involve active participation from field-level

implementers. When a policy is understood merely as an order without internalizing its values, its implementation tends to be symbolic and has little real impact on public service or fair law enforcement (Hasibuan, 2023).

Another barrier concerns public communication. Although the Quick Wins program carries the spirit of openness and excellent service, the lack of proper communication strategies has meant that messages of reform have not been effectively conveyed to the community. As a result, people still perceive police services as bureaucratic and difficult to access, thereby reducing public trust in the institution.

Operationally, the implementation of Quick Wins Presisi also faces pressure from various complex cases within the jurisdiction of the North Tapanuli Police. Agrarian disputes, communal conflicts, and even allegations of police involvement in illegal practices are serious challenges that demand careful handling. When public trust is at stake, even the smallest mistake can tarnish the institution's reputation at large (Vidyatama, 2021).

On the other hand, the use of social media as part of the Quick Wins strategy has not been optimal. Yet, social media could serve as an effective tool to build two-way interaction with the community, convey service information, and respond quickly to complaints. However, limited human resources capable of managing digital media and the lack of control over the spread of hoaxes remain obstacles that have not been fully addressed.

The emergence of negative news, such as allegations against the North Tapanuli Police Chief suspected of involvement in illegal gambling (*togel*), adds further challenges to maintaining the institution's image during the program's implementation. Although not legally proven, public perceptions formed through viral news on social media create both psychological and institutional burdens. The main challenge in this context is how the police can respond quickly and credibly without appearing defensive (Kamanang et al., 2025).

Internal resistance from rogue individuals to change is also still found. Not all personnel are ready for the demands of transparency and data-based reporting as required in the Quick Wins program. Some remain comfortable with old working patterns that are less accountable. Yet, mindset change and work culture transformation are the main keys to the program's success.

The lack of synergy among Intelligence, Community Guidance (*Binmas*), and Criminal Investigation (*Reskrim*) functions in responding to local dynamics also hampers the program's effectiveness. In fact, the Quick Wins program demands integrated cross-unit work, especially in early conflict detection, handling public complaints, and data-based law enforcement. Without strong coordination, the program risks becoming limited to administrative reporting.

Community participation in supporting program implementation remains low. One reason is the limited direct outreach carried out by officers to community groups, especially in remote areas. People do not fully understand the benefits of the program for them, so a sense of belonging toward the reform efforts being undertaken has not yet developed (Anggara et al., 2024).

Support from the local government is also inconsistent. At times, the regional government demonstrates strong partnership, but in issues involving political or economic interests, this support may weaken. This poses a challenge because one of the pillars of Quick Wins is strengthening synergy between the police and local government in building inclusive security and services.

Overlapping regulations between central policies and technical implementation at the regional level also complicate Quick Wins implementation. Sometimes central instructions do not fully consider local contexts, making implementation irrelevant or even generating social resistance on the ground.

Evaluation and supervision of program implementation remain limited. Reports tend to be formalistic and do not fully reflect field realities. This hampers the correction process and continuous improvement, which should be part of the implementation cycle (Fransiska et al., 2024).

Agrarian conflicts and customary land claims in areas such as Sipahutar, Tarutung, and customary forest zones add complexity to the program's implementation. Communities expect support from officers, but the police are also bound by regulations that sometimes do not side with local interests. This creates dilemmas in law enforcement and public service.

In the context of transparency, challenges arise when communities that have lost trust in the institution are reluctant to report or interact with officers. Instead, they express their grievances on social media, which can then

spread into issues that damage the police's image. If not responded to empathetically and communicatively, this can be counterproductive to the goals of Quick Wins.

Recruitment patterns that are not yet fully competence-based are also an obstacle. When assigned personnel lack adaptive skills, visionary leadership, and good public communication, program implementation tends to proceed slowly and fails to address the root problems in society (Soesilowati et al., 2021).

Another important challenge is ensuring the sustainability of this program amid leadership rotations. When leadership changes occur, policy directions often shift, and programs that have been well-implemented may not be continued. This shows that the success of Quick Wins requires strong institutional systems, not merely reliance on individual leaders.

With all these challenges, the success of the Quick Wins Presisi program in North Tapanuli greatly depends on synergy between internal institutional reforms, external collaboration, and active community participation. If all these components can be consolidated, the existing obstacles can be transformed into opportunities to promote a professional, modern, and trusted police institution.

## CONCLUSION

Based on the findings and discussion, the implementation of the Quick Wins Presisi program at the North Tapanuli Police Department has shown both notable achievements and persistent challenges. On the one hand, the police have demonstrated progress through increased presence and faster responses to agrarian and social conflicts, active mediation efforts, routine patrols, engagement with community leaders, and the use of social media monitoring to strengthen two-way communication with the public. These initiatives reflect the spirit of Quick Wins in promoting responsive, transparent, and humanistic public service, while also reinforcing state presence in long-standing disputes involving indigenous communities and farmers. On the other hand, the program still faces significant obstacles, including limited human and infrastructural resources, uneven understanding and internalization among personnel, weak inter-unit synergy, low community participation, and negative publicity on social media. These challenges indicate that the success of Quick Wins ultimately depends on leadership commitment, consistent implementation, and sustained collaboration with all stakeholders to build an adaptive and trusted police institution.

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