

## **ABSTRACT**

This research is based due to an issue or phenomenon that has been inherent in the police force. Most police officers often perform actions that are not appropriate, violated ethics, rules, and discipline. Starting from the question of abuse of authority as do corruption cases involved drugs, extortion to the community, and others. The purpose of this research was to determine the strategies and programs that have been carried out by the Police Klaten in improving the image of the police in the eyes of the public. Theory in this research is to use the theory of message production, which is essentially the theory to explain the message to the communicator with trait explanations, state and processes. Methods this study uses a qualitative approach with observation and interview techniques. The results showed that the Klaten district police in improving the image of the police is to approach the public, using internal and external strategies. Internal strategy is through improving the quality of human resources and employee members, police internal media management. External strategy is through FKPM or Community Policing program, has worked with the agency or company, and a relationship with the mass media.