

Community and Correctional Relations Management: Building Trust and Social Security



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ABSTRACT: This study aims to analyse the effectiveness of relationship management strategies and practices between Teluk Penyu Beach community and Nusakambangan correctional institution in building trust and reducing social stigma against inmates. The methods used in this study include literature studies and field surveys. Literature studies were conducted to review relevant literature, while in-depth surveys and interviews were used to obtain empirical data from the surrounding community, correctional staff, and former inmates. The results of the study show that the geographical proximity between Teluk Penyu Beach and Nusakambangan requires strategic relationship management. The measures taken, such as managing public perception, improving communication, developing empowerment programs, and operational transparency, have proven effective in reducing social stigma. Stigma analysis graphs reveal that the "Passing and Covering" strategy is most dominant used to manage stigma, while "Discrediting" and "Spoiled Identity" remain significant but less dominant. This study concludes that a holistic and tolerant approach to relationship management between correctional institutions and communities plays an important role in creating harmonious relationships and supporting the social reintegration of ex-convicts.

KEYWORDS: Relationship management, Social stigma, Community trust, Correctional institutions

INTRODUCTION

Correctional institutions have an important role in the criminal justice system (Widiatmoko, 2021), namely as a place to undergo punishment, rehabilitation, and reintegration of prisoners into society. However, the existence of correctional institutions often causes various perceptions and attitudes among the surrounding community. The presence of correctional institutions can affect various aspects of people's lives, ranging from a sense of security, property values, to social interaction.

Various studies show that people often have a negative perception of correctional institutions (Puguh Santoso et al., 2022), which can have an impact on their attitude towards inmates who have completed their sentences. This perception can affect the ability of inmates to reintegrate into society, which in turn can affect the level of recidivism. Therefore, it is important to understand the perception and attitude of the community towards the existence of correctional institutions in order to develop effective strategies to improve the relationship between the institution and the surrounding community.

The management of community relations and correctional institutions is a crucial aspect in creating a safe and harmonious social environment. Correctional institutions, as part of the law enforcement system, are not only tasked with carrying out sentences but also play a role in the rehabilitation of prisoners. However, there are challenges in building positive relationships between communities and correctional institutions. Social stigma, mistrust, and lack of communication are often barriers to forming constructive cooperation between the two.

Public trust in correctional institutions is often influenced by the negative perception that develops, both from the media and personal experiences, which can lead to social isolation for former inmates and obstacles in their reintegration into society (Wahyu Ernaningsih, 2017).

This research is based on the theory of stigma and labelling, which explains how individuals or groups who are negatively labelled by society tend to be treated discriminatory. Goffman (1963) in stigma theory (Mustaqim, 2020) states that social stigma can hinder the reintegration process of inmates because they are constantly identified with their criminal past. In addition, Bronfenbrenner's socio-ecological theory (1979) (Amida & Sitorus, 2021) It is also relevant, where the social environment, including the community in which it lives, has a large role in shaping individual attitudes and behaviours.

In this context, it is important to understand how relationship management between communities and correctional institutions can play a role in building trust and social security. This study seeks to explore strategies and best practices in relationship management, as well as identify key factors that can support or hinder the creation of a mutually beneficial relationship between the two parties.

Community and Correctional Relations Management: Building Trust and Social Security

This study aims to analyse effective relationship management strategies and practices between communities and correctional institutions in building trust. In addition, this study also focuses on identifying factors that affect the success of relationship management, including aspects of communication, community participation (Norzistya & Handayani, 2020), and operational transparency of correctional institutions. The study will also assess the impact of good relationship management on social security in the environment around correctional institutions, with the aim of understanding how positive relationships can reduce stigma, improve the social reintegration of ex-convicts, and encourage active community involvement in maintaining environmental security. Based on these findings, this research will provide strategic recommendations to increase trust and cooperation between communities and correctional institutions, as an effort to create better and sustainable social security.

RESEARCH METHODOLOGY

This study uses literature and survey methods to obtain relevant and in-depth data related to the management of relationships between communities and correctional institutions in Nusakambangan and Kampung Teluk Penyau. The literature method is carried out by reviewing existing literature, including academic journals, books, research reports, policy documents related to relationship management, social trust, and security (Adhaul, 2021). This approach aims to understand the concepts, theories, and practices that have been applied in the context of the relationship between the community and correctional institutions.

With a qualitative approach (Darmalaksana, 2020), this study collected data from in-depth interviews and focus group discussions with the community around the correctional institution, especially the Turtle Bay Coast Community to gain a deeper understanding of their perceptions and attitudes.

In addition, surveys are used (Married in 2021) to collect direct empirical data from relevant respondents, such as community members, correctional staff, ex-convicts, and other relevant parties. Through this survey, researchers were able to identify the respondents' perceptions, attitudes, and experiences regarding the relationship between the community and correctional institutions. The survey also aims to evaluate the effectiveness of the relationship management strategies that have been implemented and to measure their impact on trust and social safety. By combining these two methods, the research is expected to provide a comprehensive and data-driven picture of the topic being investigated.

RESULTS AND DISCUSSION

Result

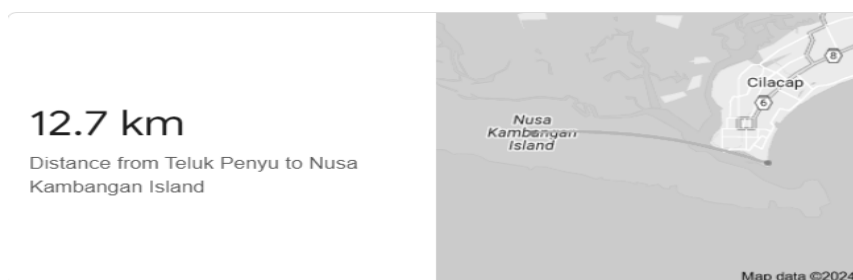


Figure 1. The distance of Teluk Penyau to Nusakambangan

The distance between Teluk Pentoru Beach and Nusakambangan Island is about 12.7 km. Teluk Pentoru Beach is located in Cilacap, Central Java, and is one of the closest locations to Nusakambangan Island, which is known to be home to several correctional institutions with a high level of security.

This geographical proximity is very relevant in the context of public relations management between correctional institutions in Nusakambangan and local communities in Cilacap, including the community around Teluk Penyau Beach. Local communities often have certain perceptions and attitudes towards the existence of correctional institutions close to where they live. For example, there may be concerns about security or social stigma against inmates and ex-convicts. The relatively close distance of about 15 minutes from the beach can be seen from the picture below.



Figure 2. Teluk Penyau

Community and Correctional Relations Management: Building Trust and Social Security

Based on the proximity of the area to the location of the prison, effective relationship management must consider ways to manage this perception, improve communication between the correctional institution and the community, and develop programs that can strengthen relationships and build trust. This can involve community empowerment programs, participation in social activities, and transparency in the operation of correctional institutions to reduce unfounded fears or concerns.

In addition, tourism activities at Teluk Turtle Beach, which is quite crowded, can also be a medium to increase public awareness about the importance of rehabilitation and social reintegration for inmates. Thus, this relatively close distance requires strategic relationship management and is sensitive to the social dynamics around Nusakambangan and Cilacap in general.

Erving Goffman, in his work entitled "*Stigma: Notes on the Management of Spoiled Identity*" exploring the concept of social stigma and how it affects stigmatized individuals (Meleo-Erwin, 2015). Goffman's stigma theory offers important insights into how society labels certain individuals and the impact of those labels on their identities and lives. Goffman defines stigma as a highly discredited attribute that reduces a person from a whole and normal to someone who is disabled and rejected by society. Stigma can come from a variety of sources, including physical, mental, personal character, or affiliation with a particular group that is perceived negatively by society. Goffman (Do et al., 2018) Identify three types of stigma:

- 1) Body Stigma (Roberts et al., 2022) . Includes physical deformities or visible health conditions.
- 2) Personal Character Stigma (Ociskova et al., 2015). Includes traits that are considered negative such as dishonesty, disloyalty, or criminality.
- 3) Social Group Stigma. Includes affiliation with certain groups such as race, religion, or nationality that is looked down upon (González-Sanguino et al., 2022).

According to Goffman, the stigmatization process involves giving negative labels to individuals based on the attributes they have. Stigmatized individuals tend to be identified with these negative attributes (Gayapersad et al., 2023), which then affects how they are treated by others. This stigma is not just a label, but it also has significant social and psychological consequences for the individual who experiences it.

For inmates, the stigma of criminality is a form of personal character stigma. After serving their sentences, ex-convicts often face discrimination and prejudice because they continue to be identified with their criminal past. Goffman argues that this social stigma can hinder the process of reintegration of prisoners into society in several ways:

- a) Labelling (Jones & Bradbury, 2018). Former inmates are labeled as "criminals" or "criminals," which makes it difficult for them to break free from that identity even though they have paid for their mistakes by serving their sentences.
- b) Discrimination (Ponder et al., 2023). Stigma can lead to discrimination in many aspects of life, including difficulty getting jobs, access to housing, and social services. This can prevent former inmates from building a stable and productive life after being released from prison.
- c) Internalization of Stigma (Williams, 2022). Former inmates may internalize the stigma they receive, which can damage their self-esteem and reinforce their criminal identity. This can reduce their motivation to try to improve themselves and reintegrate into society.
- d) Social Relations (Persson, 2019). Stigma can affect the social relationships of former inmates with their families, friends, and communities. They may feel isolated and unwelcome, which can increase their risk of returning to criminal behaviour.

According to the stigma theory put forward by Erving Goffman, society faces various challenges in understanding and overcoming the impact of stigma on the reintegration of prisoners. These challenges affect how society treats ex-convicts and plays a role in their reintegration process. Here are some of the key challenges.

- a) **Prejudice and Stereotypes** (Akihary et al., 2023). Society often has strong prejudices and stereotypes against former inmates. This prejudice is formed from inaccurate information, media, and limited personal experience. These negative stereotypes reinforce stigma and make it difficult for society to see ex-convicts as individuals who are capable of change and contributing positively to their communities.
- b) **Lack of Information and Education** (Kurniawan, 2023). Many members of the community may not have adequate knowledge or understanding of the correctional system and the inmate rehabilitation process. This lack of information can lead to misunderstandings and unfounded fears of former inmates. Better education about rehabilitation goals and the importance of reintegration can help reduce stigma.
- c) **Sense of Security and Trust**. The presence of former inmates in the community often triggers concerns about security (Jasni et al., 2019). The public may feel insecure or uncomfortable with the return of an ex-convict, especially if they do not believe that the individual has truly changed. Building a sense of security and trust requires significant time and effort from all parties, including former inmates, correctional officers, and the community itself.
- d) **Personal and Collective Experience** (Cunliffe, 2021). Personal experiences or stories from others related to crime and inmates can affect public perceptions. If a person or community has been a victim of a crime, they may be more likely to view former inmates negatively. This collective experience is difficult to change without consistent positive interactions with former inmates.

Community and Correctional Relations Management: Building Trust and Social Security

- e) **Social Pressure and Cultural Norms.** Cultural norms and social pressures can play a big role in shaping societal attitudes toward ex-convicts (Suchkova, 2021). In some cultures, the stigma against inmates is very strong and difficult to overcome. Changes in cultural norms require time and effort from many parties, including community leaders, religious leaders, and educational institutions.
- f) **Economic Impact** (Jasni et al., 2022). The presence of penitentiaries and the reintegration of ex-convicts can affect the local economy (Vivares, 2023), including property values and job opportunities. The public may be worried about this economic impact, which could reinforce negative attitudes towards correctional institutions and ex-convicts.
- g) **The Role of the Media.** The media often influences public perception by covering news about crime and inmates. Sensational coverage (Steiner, 2021) and imbalance can reinforce negative stigma. The media also has the potential to educate and change public perceptions by reporting success stories about the rehabilitation and reintegration of prisoners.

DISCUSSION

The application of Goffman's Stigma Theory in Relationship Management between Correctional Institutions and Communities is carried out with several steps, including.

First, the Management of Public Perception on Turtle Bay Beach regarding the Nusakambangan prison is ordinary. The community is not afraid of the things inherent in prisoners. Meanwhile, according to Goffman, stigma is often attached to individuals or groups that are perceived to deviate from social norms, such as inmates or former inmates. In this context, correctional institutions are often viewed negatively by society, because they relate to individuals who have been stigmatized. Relationship management that occurs on the Turtle Bay Beach is effective where the community has been able to reduce this stigma by managing public perceptions. This is through awareness campaigns that aim to change people's views of prisoners, highlight rehabilitation efforts, and the importance of social reintegration.

Furthermore, improve communication. Goffman also emphasized the importance of social interaction in shaping and maintaining stigma. By improving communication between correctional institutions and communities, both parties can understand each other's perspectives. For example, an open dialogue about the role of correctional institutions in rehabilitation can help the community see that inmates are individuals who are trying to improve themselves and return to society as productive members with a guarantee from the Cilacap Regency Government that they are ready to cooperate with the Kembang Kuning Prison in several fields. For example, the Regency Government will buy several products produced by the inmates such as furniture and other products needed (<https://humas.cilacapkab.go.id/pemkab-siap-kerjasama-dengan-lapas-kembang-kuning-nusakambangan/>).

Third, the development of community empowerment programs. Community empowerment programs involving ex-convicts can help reduce stigma. According to Goffman, stigma can be reduced when stigmatized individuals successfully demonstrate that they are able to meet social expectations. Programs such as job skills training, social activities together, and participation in community projects can help ex-convicts rebuild their identity in the eyes of society. As shown in the picture below, where a Nusakambangan inmate with the initials F becomes a barista, who in the next few months will come out with skills like the outside community.



Figure 3. Cafe at Nusakambangan

Another success is evidenced by one of the former Nusakambangan prisoners who works as a security officer who is a member of PAM Swakarasa Ekonomi.

In fact, its members are not only spread in Tapin, but in several districts from South Kalimantan to East Kalimantan (<https://www.prokal.co/kalimantan-selatan/1773865462/mantan-napi-nusakambangan-ini-eksis-di-tapin>). This shows the public that ex-convicts can be a positive contributor to their communities.

Fourth, Transparency in Correctional Institution Operations. Goffman also discusses how stigma can be maintained or reduced through information management. Transparency in the operation of correctional institutions, including rehabilitation and security programs, can reduce unfounded fears or concerns of the community. This can be seen on the social media of the "Lapstrinuka" Prison where activities in the Open Prison can be seen clearly.

Community and Correctional Relations Management: Building Trust and Social Security

By providing clear and honest information about what is happening inside the correctional institution, the public will better understand the rehabilitation process that takes place, and this can reduce the negative stigma against the institution and its inmates.

This is a factor in reducing negative stigma regarding correctional institutions. Thus, through consistent transparency and good information management, the stigma attached to correctional institutions and their inmates can be significantly reduced, ultimately helping in creating a more harmonious relationship between correctional institutions and society. It is depicted as below.

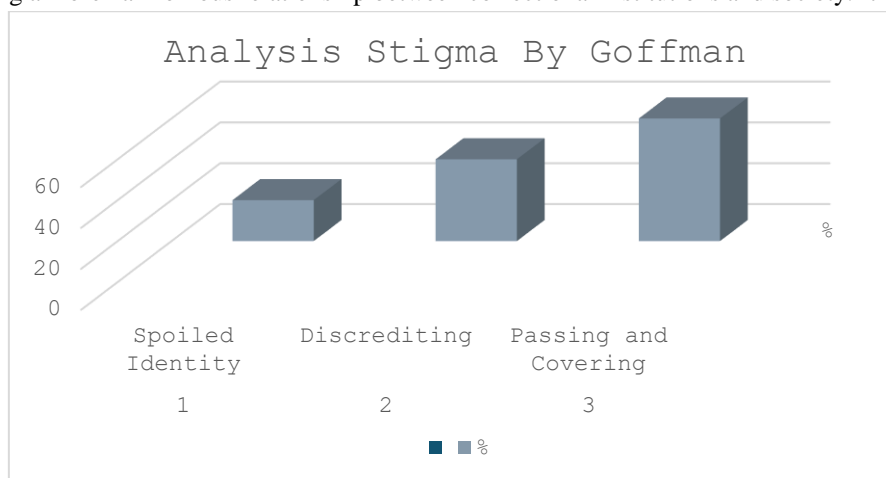


Figure 4. Analysis stigma

In this graph, "*Spoiled Identity*" is shown with a lower percentage compared to other concepts, which may indicate that in certain contexts, the impact of stigma on tarnished identities is considered significant, but not dominant compared to other factors.

The percentage for "*Discrediting*" was higher than for "*Spoiled Identity*," suggesting that discrediting plays an important role in the way stigma affects individuals. This signifies that stigma tends to lead to strong negative judgments of individuals, which affects how they are treated in society.

"*Passing and Covering*" has the highest percentage in this graph, suggesting that strategies to hide or disguise stigma are the most common or most significant response in the context of social stigma. This suggests that stigmatized individuals often feel the need to carefully manage information about themselves in order to avoid negative judgments and maintain their social status.

This graph illustrates how the three main elements of Goffman's social stigma theory (*Spoiled Identity*, *Discrediting*, and *Passing and Covering*) are analysed and prioritized in a given context. From this graph, it can be seen that "*Passing and Covering*" is the most dominant strategy used by stigmatized individuals, followed by "*Discrediting*" as a negative effect of stigma, and "*Spoiled Identity*" which, although significant, is not as important as the other two elements in the context indicated by the data.

CONCLUSION

The conclusions of this analysis show that the geographical distance between Teluk Penyu beach and Nusakambangan Island, which is relatively close, plays an important role in the management of the relationship between the penitentiary and the surrounding community. The main challenge faced is overcoming the social stigma against prisoners and former prisoners, which can affect their reintegration process into society. Based on Erving Goffman's stigma theory, stigma against inmates tends to be related to *spoiled identity*, *discrediting*, and strategies to hide or disguise stigma (*Passing and Covering*).

To reduce this stigma, measures such as managing public perception, improving communication, developing empowerment programs, and transparency in correctional operations are essential. These strategies have proven to be effective in reducing stigma, increasing public awareness and trust, and supporting the social reintegration process of ex-convicts. The graph showing the dominance of the "*Passing and Covering*" strategy emphasizes the importance of information management in avoiding negative judgments and maintaining social status. Overall, this holistic and transparent approach to relationship management helps to create a more harmonious and secure relationship between correctional institutions and local communities.

SUGGESTION

It is essential to consider several strategic recommendations that could further enhance the relationship between the Nusakambangan prison and the surrounding community of Pantai Teluk Penyu. First, it is crucial to expand and deepen community engagement programs. These programs should be designed to foster mutual understanding and cooperation between prison authorities, inmates, and residents. By involving community members in the design and implementation of these programs, trust can be built more effectively.

Community and Correctional Relations Management: Building Trust and Social Security

Second, enhancing transparency and communication between the prison and the community is vital. Regular updates on prison activities, security measures, and rehabilitation programs can help demystify the institution and reduce fears or misconceptions.

Third, the development of vocational training and employment opportunities for inmates, with the involvement of local businesses, could facilitate smoother reintegration into society post-release, thereby reducing recidivism and altering public perceptions.

Lastly, a longitudinal study on the impact of these strategies on social stigma should be conducted to assess their effectiveness over time. By continuously refining these approaches based on empirical evidence, a more sustainable and harmonious relationship between the prison and the community can be maintained.

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Community and Correctional Relations Management: Building Trust and Social Security

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