

Manajemen komunikasi krisis humas lembaga pemerintah (studi kasus : Pusat Komunikasi Publik Kementerian Energi dan Sumber Daya Mineral (ESDM) menghadapi pemberitaan seputar korupsi) = Crisis communications management of public relations government (case study: Public Communication Center of Ministry of Energy and Mineral Resources (ESDM) facing the corruption issue

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Abstrak

ABSTRAK

Penelitian ini melakukan deskripsi analisis terhadap manajemen komunikasi krisis humas pemerintah dengan menggunakan kerangka berpikir dari Image Restoration Theory serta Pedoman Umum Pengelolaan Komunikasi Krisis dalam Peraturan Menteri PAN RB nomor 29 tahun 2011. Kasus yang diteliti adalah Pusat Komunikasi Publik Kementerian ESDM menghadapi dua periode pemberitaan negatif seputar korupsi pimpinan instansi tersebut. Analisis dilakukan terhadap dimensi sebelum, selama, dan setelah krisis. Penelitian menemukan bahwa strategi pemulihan krisis sudah dilakukan namun belum ideal sehingga perlu meningkatkan kualitas dan kapabilitas sumber daya manusia, memberi perhatian penuh pada strategi pemulihan citra, serta melaksanakan evaluasi pelaksanaan komunikasi yang telah dilakukan selama ini.

ABSTRACT

This research gives analyzes to Crisis Communication Management of the Government Public Relations by using Image Restoration Theory and The General Guidelines of Crisis Communication Management from The Regulation of Ministry of Administrative Reform and Bureaucratic Reform (PAN RB) No. 29/2011 as the guidelines. The case is Public Communication Center of Ministry of Energy and Mineral Resources (ESDM) faced two periods of negative publicity because of the corruption case. Analysis was performed on three dimension: before crisis, during crisis, and after crisis. The research found that the crisis recovery strategy has been carried out but not ideal, so it is necessary to improve the quality and capabilities of human resources, to give full attention to the image recovery strategies, and doing evaluation of the communication crisis that has been done so far.