

Peran media sosial dalam krisis (studi kasus terhadap krisis media sosial applebee's dan penggunaan media sosial dalam menangani krisis pada tragedi kecelakaan penerbangan AirAsia QZ8501)

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Abstrak

[ABSTRAK
 Makalah ini membahas tentang peran media sosial dalam krisis dan penggunaan media sosial dalam proses manajemen krisis. Media sosial dapat berperan baik sebagai pemicu atau fasilitator sebuah krisis, sekaligus sebagai solusi alternatif dalam mengatasi krisis. Makalah ini juga membahas tentang macam-macam platform media sosial, karakteristik masing-masing platform, serta bagaimana menggunakan setiap platform dengan tepat dalam melakukan manajemen krisis. Studi kasus pada makalah ini memperlihatkan contoh penggunaan media sosial dalam krisis baik yang tepat maupun yang kurang tepat;<hr>

ABSTRACT This paper focuses on the role of social media in a crisis and the uses of social media in crisis management process. Social media can act both as a trigger as well as facilitator of crises, and also as an alternative solution in handling crisis. This paper also talks about the different platforms of social media, the characteristics of each platform, and also how to use each platform properly in crisis management actions. The case study in this paper shows how and how not to use social media.;This paper focuses on the role of social media in a crisis and the uses of social media in crisis management process. Social media can act both as a trigger as well as facilitator of crises, and also as an alternative solution in handling crisis. This paper also talks about the different platforms of social media, the characteristics of each platform, and also how to use each platform properly in crisis management actions. The case study in this paper shows how and how not to use social media., This paper focuses on the role of social media in a crisis and the uses of social media in crisis management process. Social media can act both as a trigger as well as facilitator of crises, and also as an alternative solution in handling crisis. This paper also talks about the different platforms of social media, the characteristics of each platform, and also how to use each platform properly in crisis management actions. The case study in this paper shows how and how not to use social media.]