

Studi komunikasi internal yang terjadi selama krisis berlangsung pada Bank BTN kasus pemberitaan pada Bank BTN yang akan diakuisisi Bank Mandiri tahun 2014 = A study of internal communication during crisis in Bank BTN a case of news regarding planned Bank BTN acquisition by Bank Mandiri in 2014

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Abstrak

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Skripsi ini membahas tentang komunikasi internal yang terjadi selama krisis berlangsung pada Bank BTN (studi kasus pemberitaan Bank BTN yang akan diakuisisi Bank Mandiri tahun 2014). Fokus dari penelitian ini adalah bagaimana upaya pihak manajemen dan tim manajemen krisis mengurangi ketidakpastian karyawan ketika pemberitaan wacana akuisisi. Pendekatan pada penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Sedangkan konfirmasi data pada penelitian ini menggunakan triangulasi data kuantitatif (survei).

Peneliti menyarankan bahwa pihak manajemen Bank BTN perlu melakukan komunikasi internal secara terbuka untuk mengurangi ketidakpastian karyawan ketika krisis berlangsung. Selain itu, pihak manajemen Bank BTN perlu membuat tim manajemen krisis untuk menangani komunikasi krisis, terutama kepada pihak internal. Tim manajemen krisis perlu membuat Peraturan Standar Operasional (PSO) agar informasi yang diberikan jelas dan tidak simpang siur. Terakhir, Bank BTN perlu melibatkan manajemen senior dalam menangani krisis.

ABSTRACT
Title of Thesis: A Study of Internal Communication during Crisis in Bank BTN (A Case of News Regarding Planned Bank BTN Acquisition by Bank Mandiri in 2014)

This thesis discusses about the internal communication that occurred during the crisis in Bank BTN (case study of news regarding planned Bank BTN acquisition by Bank Mandiri in 2014). The focus of this research is the efforts of the management and its crisis management team to reduce employees' uncertainty when the news about the acquisition was circulating. The approach in this study is a qualitative research with descriptive design. While confirmation of the data in this study is done using quantitative data triangulation (survey).

The researcher suggest that Bank BTN management should do an open internal communication in order to reduce employees' uncertainty when the crisis was taking place. Moreover, the management should form a crisis management team to deal with crisis communication, especially to internal parties. The crisis management team should make a Standard Operating Procedure (SOP) so that the information provided will be as clear as possible. Finally, the management should involve the senior management in handling the crisis.

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