

Manajemen Krisis Hubungan Masyarakat di Dunia Siber: Studi Kasus Rumah Sakit Internasional Omni dan Prita Mulyasari = PUBLIC RELATIONS CRISIS MANAGEMENT IN CYBER WORLD: A CASE STUDY OF OMNI INTERNATIONAL HOSPITAL AND PRITA MULYASARI

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Abstrak

ABSTRAK

Evolusi dunia siber berdampak bagi banyak perusahaan dan organisasi di dunia dalam kontribusinya memicu krisis. Fenomena ini juga terjadi di Indonesia, terbukti oleh kasus Rumah Sakit Internasional Omni yang menggugat Prita Mulyasari atas tuduhan pencemaran nama baik. Analisa lebih dalam mengenai kasus ini akan diuraikan dalam karya ilmiah ini. Pada saat itu, RS. Omni sangat fokus melindungi reputasinya di mata hukum, padahal peran Public Relations (Humas) sangat dibutuhkan dalam penanganan kasus tersebut.

Karya ilmiah ini akan lebih terfokus pada peran humas dalam kasus ini. Dewasa ini, sangat penting bagi praktisi humas untuk sadar teknologi, terutama internet dan penggunaan social media dalam potensinya mempengaruhi dan/atau memicu krisis perusahaan. Pengetahuan tentang evolusi internet dan social media dirasa berguna dalam penyusunan rencana pencegahan krisis komunikasi, begitu pula dengan penanganan dan pemulihannya. Menjaga hubungan yang baik dengan para pemegang saham perusahaan juga salah satu peran humas dalam manajemen krisis. Dalam kasus RS. Omni vs. Prita Mulyasari, media memainkan peran yang besar dalam mempengaruhi opini publik. Media online lebih dipilih oleh kebanyakan masa dalam mencari informasi dan dimanfaatkan sebagai medium komunikasi untuk mengekspresikan opini mereka, meskipun kebebasan berpendapat di Indonesia masih perlu diperbaiki. Kebebasan berpendapat di Indonesia justru berpotensi menjadi bumerang bagi orang tersebut yang menyebabkan dirinya terkekang dalam potensi pencemaran nama baik.

Peran internet dalam manajemen krisis akan dianalisa lebih dalam di karya ilmiah ini sebagai rekomendasi bagi praktisi humas di masa mendatang dalam menangani kasus-kasus krisis siber. Pendekatan komunikasi yang lebih tepat dan cocok oleh humas di dunia digital adalah melalui Computer-Mediated Communication (CMC). Dengan menguasai pendekatan melalui metode komunikasi via komputer, praktisi humas akan lebih mudah merasakan manfaat dari kemudahan internet dalam mengambil keputusan seputar manajemen krisis.

ABSTRACT

<i>The evolution of cyber world has impacted many corporations across the globe in its contribution to inflict crisis. The phenomenon is also happening in Indonesia. Looking back to the case of Omni International Hospital who opposed Prita Mulyasari for defamation, which will be analysed more in-depth in the paper. At that time, the company was focusing on defending its reputation from the perspective of law and legal aspects, whereas public relations roles were equally needed to overcome the issue.

This paper will focus more on the public relations' roles in the case. It is important for public relations

practitioners to be aware of Internet and Social Networking Sites? (SNS) parts and potential influences in facilitating and/or triggering corporate crises. The knowledge of Internet and SNS evolution is considered to be useful in constructing crises communication planning-prevention, handling, and recovery. Maintaining good relationship with company?s stakeholders is also part of public relations? role in crises-management. In the case of Omni International Hospital vs. Prita Mulyasari, media contributed a huge role in driving public opinion. New media is preferred by the public at large to find information and use it as the communication medium to express thoughts/opinions. However, the freedom of expression in Indonesia still needs improvements ?as it was considered as one of the core problem in the case of Prita Mulyasari. Freedom of expression in Indonesia has the potential to backfire the person and put him/her in a difficult and bias stage between having the rights to speak on behalf of his/her personal necessity and the needs to obey the law concerning cyber defamation. The immaturity of Indonesian government law (especially regarding Public Information Openness) would (more or less) impact the roles of public relations in handling corporate crises. In depth understanding of the law is necessary for every public relations practitioner to avoid a reversed situation.

The roles of Internet in crises management will be analysed in the paper as recommendations for future case(s). A more proper and suitable communication approach of public relations in the digital era are two-way symmetrical communication and computer-mediated communication (CMC). By mastering these communication approaches, Public Relations practitioners will find it easier to utilise the advantages of Internet in making decisions regarding crises-management. The paper aims to use Omni International Hospital vs. Prita Mulyasari?s case as an example of cyber crisis in Indonesia and how to overcome the situation based on the perspective of public relations. An analysis of what the company ?did? and ?should do? will be included in the paper.</i>