

Analisis strategi komunikasi menghadapi krisis pada organisasi sosial.
studi kasus: Hijabersmom Community Depok (HMCD) = Analysis of
crisis communication strategy on social organization study case
Hijabersmom Community Depok (HMCD)

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Abstrak

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Hijabersmom Community merupakan organisasi yang memiliki potensi krisis tinggi karena seluruh anggotanya adalah perempuan sehingga rentan mengalami persinggungan perasaan. Entah karena perbedaan pendapat, sentimen pribadi atau mengutamakan kepentingan diri dan kelompok di atas kepentingan organisasi. Krisis terjadi karena adanya perbedaan pendapat yang mengakibatkan persinggungan dan perpecahan di kalangan Committee. Saat itu terjadi pula situasi yang menimbulkan kepanikan baik di kalangan anggota maupun stakeholder karena organisasi berada pada situasi yang tidak stabil selama hampir 5 bulan. Media pun sempat mengalami kesulitan memperoleh informasi baik dari kalangan committee HmCD maupun Pusat. Keberadaan PR sangat penting dalam menyampaikan informasi yang tepat kepada publik

ABSTRACT

Hijabersmom Community is an organization that have a high potential of crisis attack because all its members are women who are very sensitive to the feelings intersection. Whether because of a difference of opinion, personal feelings or interests of self and group above the interests of the organization. The crisis occurred because of differences of opinion lead to friction and division among Committee. At that time, there were also situations that cause panic both among members and stakeholders because the organization is in an unstable situation for almost five months. The media also encountered difficulties in obtaining information for both the committee and the HmCD or HmC Center. PR are essential in delivering the right information to the public