

Analisis manajemen komunikasi krisis Kementerian Luar Negeri Republik Indonesia dalam perlindungan WNI : studi kasus ancaman hukuman mati a.n. Satinah Binti Jumadi = Analysis of crisis communication management in ministry of foreign affairs of the Republic of Indonesia on Indonesians protection a : case study of death penalty sentenced to Satinah Binti Jumadi

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Abstrak

TKI yang tersebar di luar negeri berpotensi menimbulkan munculnya kasus termasuk kasus ancaman hukuman mati yang dapat berubah menjadi krisis bagi Kementerian Luar Negeri. Oleh karena itu penting dilakukan analisis manajemen komunikasi krisis agar penanganan krisis dapat dilakukan secara optimal. Penelitian ini merupakan penelitian kualitatif deskriptif yang menggunakan paradigma post-positivisme.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Kementerian Luar Negeri melakukan manajemen komunikasi krisis ketika menghadapi krisis pada level pre-crisis, crisis dan post-crisis serta untuk mengetahui pemilihan crisis response strategy yang digunakan oleh Kementerian Luar Negeri dikaitkan dengan jenis krisis dan atribusi tanggung jawab dalam kerangka Situational Crisis Communication Theory SCCT.

Penelitian ini mengambil data dari wawancara berbagai sumber, media pemberitaan, dan dokumen pendukung lainnya. Hasil penelitian menunjukkan bahwa Kementerian Luar Negeri belum secara optimal menerapkan manajemen komunikasi krisis. Hal ini ditunjukkan dengan adanya ketidaksamaan konsep dengan hasil penelitian di level pre-crisis. Namun pelaksanaan manajemen komunikasi krisis pada level crisis dan post-crisis telah dilaksanakan secara optimal.

Selanjutnya ditemui bahwa dengan jenis krisis victim cluster kategori rumor dan accidental cluster dengan kategori challenge, attribution level of crisis responsibility yang melekat pada Kementerian Luar Negeri adalah sangat sedikit dan rendah namun adanya desakan dan demo menjadikan beban tanggung jawab Kementerian Luar Negeri menjadi besar. Dengan jenis krisis dan attribution level of crisis responsibility tersebut, Kementerian Luar Negeri menggunakan strategi: a Deny Strategy yaitu scapegoat; b Diminish Strategy yaitu justification; c Reinforcing Strategy yaitu reminder dan ingratiation; d Diversionary strategy yaitu concession; dan e Vocal commiseration yaitu concern.

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Indonesian workers spread all over the world potentially face cases including death sentenced case of which it can lead to crisis for Ministry of Foreign Affairs of the Republic of Indonesia. Hence, it is essential to have crisis communication management analyzed in order to optimize the crisis management. It is a descriptive qualitative research that uses post positivism paradigm.

The purposes of this research is to know how Ministry of Foreign Affairs of the Republic of Indonesia executes crisis communication management at the level of pre crisis, crisis and post crisis as well as to know the selection of crisis response strategy linked to the crisis types and attribution level of crisis responsibility in the frame of Situational Crisis Communication Theory SCCT.

This research collects data from interviews, news media and other supporting documents. It found that Ministry of Foreign Affairs of the Republic of Indonesia is not optimal in implementing crisis communication management. It is shown by the dissimilarity between the concept and the research finding at the level of pre crisis. Yet, the crisis communication management in the level of crisis and post crisis has been optimally implemented.

Besides, it is found that the crisis type of which Ministry of Foreign Affairs faced is victim cluster rumour and accidental cluster challenge. Related to the type of crisis faced by Ministry of Foreign Affairs of the Republic of Indonesia, Ministry of Foreign Affairs of The Republic of Indonesia has very little and low of attribution level of crisis responsibility, however due to demo and pressure from external parties, the level of crisis responsibility becomes strong. Based on the crisis types and attribution level of crisis responsibility attached, Ministry of Foreign Affairs of The Republic of Indonesia uses strategies including a deny strategy scapegoat b Diminish strategy justification c Reinforcing strategy reminder and ingratiation d Diversionary strategy concession and e vocal commiseration concern.