

Social media and crisis communication in Indonesia

Dani Miftahul Akhyar, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20512726&lokasi=lokal>

Abstrak

This paper explained crisis communication in the digital era. The crisis in the era before digital and afterwards had significant differences. There are two things that make it different. First, the communication channel is spread. In the era before digital, the dissemination of crisis information was only through conventional mass media such as television, radio, and newspapers. In the digital era, only one bank that has problems will become a monthly report on social media.