

Manajemen Komunikasi Parakrisis Organisasi Publik (Studi Kasus Misinformasi Surat Palsu Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi) = Paracrisis Communication Management in Public Organization (Case Study Misinformation on Fake Official Letter of Ministry of Administrative and Bureaucratic Reform)

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Abstrak

Penelitian ini bertujuan mengeksplorasi bagaimana manajemen parakrisis misinformasi surat palsu tentang pengangkatan pegawai non-ASN tanpa tes dijalankan oleh Humas Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (PANRB) di media sosial. Paradigma dalam penelitian ini adalah post-positivism dengan pendekatan deskriptif studi kasus tunggal. Metode penelitian dilakukan secara kualitatif melalui wawancara mendalam dengan Humas Kementerian PANRB dan analisis isi media sosial Kementerian PANRB. Hasil penelitian menunjukkan bahwa respons yang diterapkan untuk menanggapi misinformasi surat palsu adalah koreksi sesuai dengan rekomendasi strategi parakrisis misinformasi Coombs. Penelitian ini turut memberikan pengembangan model deteksi, pengambilan keputusan, respons, dan evaluasi krisis misinformasi. Penelitian ini mengungkap bahwa terdapat keterbatasan wewenang dan anggaran yang mempengaruhi manajemen parakrisis misinformasi, di sisi lain, pengetahuan tentang produk dan kebijakan organisasi yang dimiliki dapat mempercepat proses pengambilan keputusan untuk merespons kasus.

..... This study aims to explore how paracrisis management of misinformation fake official letter about inauguration of contract-based government employees to be civil servant without assessment carried out by the Ministry of Administrative and Bureaucratic Reform (PANRB) on social media. This research is based on post-positivism paradigm with single case study descriptive approach. The research method was carried out qualitatively through in-depth interviews with the Public Relations of the Ministry of PANRB and analysis of the social media content of the Ministry of PANRB. The results of the study show that the response applied to respond to fake official letter is a correction, in accordance with Coombs' misinformation paracrisis strategy recommendations. This research contributes to the development of a model for detection, decision making, response, and evaluation of misinformation crises. This study reveals that there are limited authorities and budgets that affect misinformation paracrisis management, on the other hand, knowledge of organizational products and policies can accelerate the decision-making process to respond case.