

Analisis Manajemen Komunikasi Krisis Perbankan Berdasarkan Situational Crisis Communication Theory (SCCT) (Studi Kasus Serangan Siber Bank Syariah Indonesia) = Analysis of Crisis Communication Management in Banking Based on Situational Crisis Communication Theory (SCCT)-Case Study of Cyber Attack on Bank Syariah Indonesia (BSI)

Sheila Jessica Claudia, author

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Abstrak

Krisis akibat serangan siber terhadap perbankan dapat menyebabkan pencurian data, dan mengganggu operasional serta layanan transaksi finansial yang berdampak terhadap nasabah. Penelitian ini bertujuan untuk memberikan analisa terhadap perencanaan, pelaksanaan/implementasi, dan evaluasi manajemen komunikasi krisis perbankan yaitu PT Bank Syariah Indonesia, Tbk (BSI). Pada penelitian ini, digunakan pendekatan kualitatif, serta teori Situational Crisis Communication Theory (SCCT). Hasil penelitian menunjukkan bahwa BSI belum maksimal dalam melakukan perencanaan manajemen komunikasi krisis. Terkait pelaksanaan/implementasi manajemen komunikasi krisis, BSI melakukan penanganan saat terjadinya krisis dengan menaikkan pemberitaan positif sebanyak mungkin dan berhasil mendominasi jumlah pemberitaan negatif. Sedangkan, evaluasi manajemen komunikasi krisis mendorong pembenahan yang dilakukan oleh BSI pasca krisis melalui pembangunan sistem monitoring, mencanangkan perwakilan tim komunikasi di daerah-daerah, serta melakukan pelatihan terhadapnya. Hasil penelitian merekomendasikan bahwa perbankan perlu memperhatikan periode pra-krisis melalui monitoring dan pematangan pedoman mitigasi krisis, serta perlunya respon cepat, terbuka, solutif dalam memberikan informasi kepada publik maupun pemangku kepentingan.

.....The crisis resulting from cyber attacks on banking can lead to data theft and disruption of operational and financial transaction services, affecting customers. This research aims to provide an analysis of crisis communication management planning, implementation, and evaluation in the banking sector, specifically at PT Bank Syariah Indonesia, Tbk (BSI). In this study, a qualitative approach is used, and the Situational Crisis Communication Theory (SCCT) is employed as the theoretical framework. The research findings indicate that BSI has not maximized crisis communication management planning. Regarding the implementation of crisis communication management, BSI handles crises by increasing positive coverage as much as possible and successfully dominating the number of negative coverage. Meanwhile, crisis communication management evaluation encourages post-crisis improvements by BSI through the development of monitoring systems, establishment of communication team representatives in regions, and conducting training for them. The research results recommend that the banking sector needs to pay attention to the pre-crisis period through monitoring and maturing crisis mitigation guidelines, as well as the need for quick, open, and solution-oriented responses in providing information to the public and stakeholders.