

Komunikasi krisis discourse of renewal dalam pendekatan identitas sosial = Social identity approach in crisis communication discourse of renewal

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Abstrak

[Discourse of renewal adalah strategi komunikasi krisis yang didasari empat cara-cara komunikasi, yakni leader-base, provisional, prospective dan optimistic. Dalam pendekatan identitas sosial yang dipergunakan pada penelitian ini, cara komunikasi leader-base mengarah pada pembentukan kesamaan identitas (common identity) yang menghasilkan kesamaan nilai-nilai (common value). Cara komunikasi provisional mengarah pada cara komunikasi yang spontanitas sesuai dengan etika dan norma yang menjadi kesepakatan bersama (ethics and norms). Dan cara komunikasi prospective mengarah pada satu kesamaan tujuan (common vision). Sedangkan cara komunikasi optimistic mengarah pada perilaku positif (good behaviours). Keempat cara tersebut dapat memberikan suatu perubahan baru dalam nilai-nilai (renewed belief in core values) individu maupun organisasi. Berdasarkan penelitian kualitatif dengan pendekatan fenomenologi terhadap upaya-upaya komunikasi krisis komunitas JIS Dragon, maka hasil analisa yang diperoleh pada penelitian ini mengatakan bahwa komunikasi krisis discourse of renewal pada komunitas JIS Dragon terdapat kesamaan nilai (leader base) yakni humanity dan justice, yang dilakukan atas inisiatif spontan yang disesuaikan dengan etika dan norma (provisional), untuk membentuk dukungan bersama terhadap kasus yang menimpa anggotanya (prospective) dengan perilaku yang positif (optimistic).; Discourse of renewal is crisis communication strategy that have four different ways of communication which are leader-base, provisional, prospective and optimistic. In the social identity approach used in this research, the way of communication leader-base means merging some identities into a common identity that can lead into a common value. Provisional means expressing spontaneous communicatin that based on the ethics and norms. And prospective means reaching common vision. While optimistic means doing with positive behaviors. These ways can renewed belief in the core values, both individual and organization. This phenomenological qualitative research have analysed the crisis communication discourse renewal of JIS Dragon community. The result obtain some points that JIS Dragon crisis communication has common values; humanity and justice (leader-base), which is carried on spontaneous initiatives that are based onto the ethics and norms (provisional), to give support for justice (prospective) with a positive behaviours (optimistic)., Discourse of renewal is crisis communication strategy that have four different ways of communication which are leader-base, provisional, prospective and optimistic. In the social identity approach used in this research, the way of communication leader-base means merging some identities into a common identity that can lead into a common value. Provisional means expressing spontaneous communicatin that based on the ethics and norms. And prospective means reaching common vision. While optimistic means doing with positive behaviors. These ways can renewed belief in the core values, both individual and organization. This phenomenological qualitative research have analysed the crisis

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