

Abstract

A research related to a study in handling the crisis related to the terrorist bomb attack occurred in Jakarta. This specific case then proposed as the object of the research on understanding the crisis communication from Government Institution, in this case Tourism Ministry. The focus of the research would be on the official social media of the Tourism Ministry, the twitter. The research would be the analysis of the timeline of the issues starting from the pre-crisis condition up to the aftermath condition. The primary data of the research is taken from the key informant interview with the purposive interview method. The data collected will be confirmed with the timeline shown in the Twitter and enrich with the information taken from the academic journals and books. The aim of the research is how the crisis communication process are being conducted by the Tourism Ministry and its relation to the numbers of foreigner's visitation in Indonesia and the second question is related to the uncertainty avoidance concept applied based on the culture of each countries in handling the crisis. The result of the research indicate that the crisis communication through Twitter conducted by Tourism Ministry has effect on the number of foreigner visitation, and in accordance with the concept of uncertainty avoidance, one culture is not fully compatible in low value or vice versa since it will closely related to the perspective especially related to the perspectives of a government institution in conducting the crisis communication.

Keywords: Crisis, Social Media, Twitter, Culture, Uncertainty Avoidance