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Manajemen Krisis PT. Sriwijaya Air Dalam Menangani Masalah Jatuhnya Pesawat Sriwijaya Air SJ 182
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ABSTRAK

Tujuan dari penelitian ini adalah mengetahui manajemen krisis *Public Relations* dalam menangani musibah jatuhnya pesawat Sriwijaya Air SJ 182 berdasarkan Situational Crisis Communication Theory atau SCCT. Penelitian ini menggunakan tipe penelitian deskriptif dengan pendekatan kualitatif. Metode penelitian yang digunakan adalah studi kasus dengan melakukan wawancara mendalam dengan subyek peneliti.

Teori Situational Crisis Communication Theory (SCCT) memiliki poin penting yaitu penekannya pada upaya melindungi public dan *stakeholder* dari kerugian dan kerusakan daripada melindungi reputasi organisasi. Berdasarkan Situational Crisis Communication Theory (SCCT) dengan data yang dikumpulkan, penelitian ini mencoba mengidentifikasi dan mendeskripsikan bagaimana manajemen PT. Sriwijaya Air sebagai perusahaan yang mengoperasikan pesawat Sriwijaya Air SJ 182 menciptakan strategi untuk mengelola dan menangani krisis tersebut. Hasil dari penelitian ini menunjukkan bahwa manajemen PT. Sriwijaya Air menggunakan gabungan strategi respon krisis primer antara strategi pengurangan (*diminish*) dan strategi pembangunan kembali (*rebuild*). Selain itu mereka juga menggunakan strategi respon krisis sekunder berupa strategi memuji (*ingratiation*).

Kata kunci: Manajemen Krisis, Situational Crisis Communication Theory, Respon krisis



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Crisis Management PT. Sriwijaya Air In Dealing With The Problem of The Crash
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ABSTRACT

The purpose of this study was to determine the management of the Public Relations crisis in dealing with the crash of the Sriwijaya Air SJ 182 aircraft based on the Situational Crisis Communication Theory or SCCT. This study uses a descriptive type of research with a qualitative approach. The research method used is a case study by conducting in-depth interviews with research subjects.

Situational Crisis Communication Theory (SCCT) has an important point, namely the emphasis is on protecting the public and stakeholders from loss and damage rather than the reputation of the organization. Situational Crisis Communication Theory (SCCT) with the data collected, this study tries to identify and describe how the management of PT. Sriwijaya Air as the company that operates the Sriwijaya Air SJ 182 aircraft created a strategy to deal with and deal with the crisis. The results of this study indicate that the management of PT. Sriwijaya Air uses a combination of a primary crisis response strategy between a reduction strategy and a rebuild strategy. In addition, they also use a secondary crisis response strategy in the form of an ingratiation strategy.

Keywords: Crisis Management, Situational Crisis Communication Theory, Crisis Response