

ABSTRAK

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Judul Skripsi : Manajemen Krisis Pada Humas Direktorat Jenderal Sumber Daya Air Kementerian Pekerjaan Umum Perumahan Rakyat Dalam Upaya Menghadapi Fenomena El Nino di Indonesia
Pembimbing : Siti Muslichatul Mahmudah, S.Ikom, M.Ikom

Ditjen Sumber Daya Air Kementerian PUPR adalah instansi pemerintah yang mengelola Sumber Daya Air Nasional. Kekurangan air menimbulkan kekhawatiran di masyarakat, yang mengandalkan kebijakan pemerintah untuk memenuhi kebutuhan primer mereka, termasuk kebutuhan akan ketahanan air.

Pada pertengahan 2023, kekeringan parah terjadi di sejumlah daerah Indonesia akibat fenomena El Nino. Penelitian ini bertujuan untuk memahami strategi manajemen krisis Ditjen Sumber Daya Air Kemen PUPR dalam menangani masalah ini. Metode penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif dengan pendekatan studi kasus. Teori yang digunakan dalam penelitian ini menggunakan *Situational Crisis Communication Theory* (SCCT) yang dikemukakan oleh Timothy W. Coombs serta menganalisis berdasarkan konsep 3 tahap manajemen krisis yang dikemukakan oleh W. Timothy Coombs.

Hasil penelitian menunjukkan bahwa Ditjen Sumber Daya Air Kemen PUPR memanfaatkan berbagai media dan program kerja langsung kepada masyarakat dalam manajemen krisis. Respons cepat dan responsif juga berperan penting dalam keberhasilan proses tersebut.

Berdasarkan teori SCCT, Direktorat Jenderal Sumber Daya Air Kementerian Pekerjaan Umum dan Perumahan Rakyat cenderung menggunakan *diminish strategy* untuk menangani krisis ini. Meski demikian, langkah lebih baik jika Direktorat Jenderal Sumber Daya Air Kementerian Pekerjaan Umum dan Perumahan Rakyat aktif mengunggah informasi di seluruh platform media sosial yang dimiliki sehingga tidak hanya fokus kepada satu platform saja, serta dalam merencanakan strategi krisis, langkah lebih baik jika cakupan analisisnya lebih luas dan beberapa strategi harus dilakukan terus-menerus.

Kata Kunci : Fenomena El Nino, Humas Pemerintah, Manajemen Krisis, Teori Komunikasi Krisis Situasional

ABSTRACT

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Thesis Title : Crisis Management in Public Relations of the Directorate General of Water Resources of the Ministry of Public Works and Housing in an Effort to Deal with the El Nino Phenomenon in Indonesia
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The Directorate General of Water Resources of the Ministry of PUPR is a government agency that manages National Water Resources. Water shortages raise concerns in communities, which rely on government policies to fulfill their primary needs, including the need for water security.

In mid-2023, severe drought occurred in a number of Indonesian regions due to the El Nino phenomenon. This research aims to understand the crisis management strategy of the Directorate General of Water Resources of the Ministry of PUPR in dealing with this issue. The research method used in this research is descriptive qualitative research with a case study approach. The theory used in this research uses Situational Crisis Communication Theory (SCCT) proposed by Timothy W. Coombs and analyzes based on the concept of 3 stages of crisis management proposed by W. Timothy Coombs.

The results showed that the Directorate General of Water Resources of the Ministry of PUPR utilized various media and direct work programs to the community in crisis management. Quick and responsive responses also play an important role in the success of the process.

Based on the SCCT theory, the Directorate General of Water Resources of the Ministry of Public Works and Housing tends to use a diminish strategy to handle this crisis. However, it would be better if the Directorate General of Water Resources of the Ministry of Public Works and Housing actively uploads information on all social media platforms owned so that it does not only focus on one platform, and in planning crisis strategies, it would be better if the scope of analysis was broader and some strategies had to be carried out continuously.

Keywords: *El Nino Phenomenon, Public Relations Government, Crisis Management, Situational Crisis Communication Theory.*