

ABSTRACT

Andi Muhammad Muadz. Crisis Communication Strategy of PLN Sulselrabar Public Relations in Response to Online Media Coverage, Crisis communication plays a crucial role in maintaining a company's reputation during critical situations. This study examines the crisis communication strategy employed by PLN Sulselrabar Public Relations in response to online media coverage of power outages in the Sulselrabar region from October 2023 to January 2024. Using a qualitative descriptive approach, data were collected through in-depth interviews, observations, and document analysis. The findings indicate that PLN applies the Situational Crisis Communication Theory (SCCT) through four key strategies: Deny, Diminish, Rebuild, and Reinforcing/Bolstering. The Deny Strategy is used to refute false claims and shift blame to external factors. The Diminish Strategy aims to reduce negative perceptions by providing public education on load management. The Rebuild Strategy focuses on restoring trust through transparent communication and compensation for affected customers. Lastly, the Reinforcing/Bolstering Strategy highlights PLN's positive contributions, such as corporate social responsibility (CSR) programs. Effective crisis communication in this context is characterized by speed, transparency, and consistency. This research provides insights for corporate crisis management and contributes to academic discussions on strategic communication in the digital era.

Keywords: Crisis communication strategy, online media, PLN public relations, power outages, SCCT.

Andi Muhammad Muadz Strategi Komunikasi Krisis Humas PLN Sulselrabar dalam Menanggapi Pemberitaan Media Online, Komunikasi krisis merupakan elemen penting dalam menjaga reputasi perusahaan di tengah situasi kritis. Penelitian ini menganalisis strategi komunikasi krisis yang diterapkan oleh Humas PLN Sulselrabar dalam merespons pemberitaan media online terkait pemadaman listrik di wilayah Sulselrabar pada Oktober 2023 – Januari 2024. Dengan pendekatan deskriptif kualitatif, data dikumpulkan melalui wawancara mendalam, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa PLN menerapkan Situational Crisis Communication Theory (SCCT) melalui empat strategi utama: Deny, Diminish, Rebuild, dan Reinforcing/Bolstering. Strategi Deny digunakan untuk membantah klaim keliru dan mengalihkan tanggung jawab ke faktor eksternal. Strategi Diminish bertujuan meredakan persepsi negatif publik dengan memberikan edukasi terkait manajemen beban listrik. Strategi Rebuild difokuskan pada pemulihan kepercayaan melalui transparansi dan kompensasi bagi pelanggan terdampak. Sementara itu, strategi Reinforcing/Bolstering menekankan pencitraan positif melalui program tanggung jawab sosial (CSR). Komunikasi krisis yang efektif ditandai dengan kecepatan, transparansi, dan konsistensi. Hasil penelitian ini memberikan wawasan bagi perusahaan dalam manajemen krisis dan memperkaya literatur akademik terkait komunikasi strategis di era digital.