

ABSTRAK

Chusnul Chotimah, NIM. 170531100119. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya Universitas Trunojoyo Madura. **Strategi dan Aksi Komunikasi Krisis Suara Suarabaya Media Dalam Membangun Citra Perusahaan (Studi Deskriptif Kualitatif Tentang Strategi Komunikasi Krisis dan Aksi Tim Satgas Covid-19 Suara Surabaya Terhadap Crew Positif Covid-19).** Dibawah bimbingan dari Surokim, S.Sos., M.Si.

Tujuan dari penelitian adalah menjelaskan bagaimana strategi komunikasi krisis dan aksi tim satgas darurat covid-19 Suara Surabaya Media dalam menghadapi krisis yang telah terjadi akibat covid-19. Penelitian ini menggunakan metode deskriptif kualitatif dengan jenis penelitian kualitatif. Informan dipilih dengan menggunakan teknik *Snowball Sampling*. Hasil penelitian yang diperoleh yakni terdapat adanya strategi komunikasi krisis serta aksi dari tim satgas darurat covid-19 Suara Surabaya Media. Dalam strateginya meliputi pembentukan tim satgas darurat covid-19, terdapat adanya regulasi yang meliputi pengadaan protokol, pengadaan prasyarat, dan evaluasi penanganan, serta kerjasama dengan perusahaan lain. Sedangkan untuk aksinya terdapat aksi penanganan Internal dan aksi penanganan eksternal. Dalam penanganan internal meliputi, terdapatnya aksi cepat tanggap, pemberian supply kebutuhan kesehatan, penerapan WFH, dan penerapan social distancing. Untuk aksi eksternalnya meliputi pembentukan citra positif serta edukasi penanganan terhadap masyarakat melalui media.

Kata Kunci : Strategi dan Aksi Komunikasi Krisis, Suara Surabaya Media, Tim Satgas Covid-19, Citra.

ABSTRACT

Chusnul Chotimah, NIM. 170531100119. Communication Studies Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. **Suara Surabaya Media Crisis Communication Strategy and Action in Building a Company Image (Study Qualitative Descriptive of Crisis Communication Strategy and Action of Suara Surabaya Covid-19 Task Force Against Positive Covid-19 Crew).** Under the guidance of Surokim, S.Sos., M.Si.

The objectives of this study discuss crisis communications strategy and the Covid-19 emergency team's actions of Suara Surabaya Media in confronting the existence of crisis caused by Covid-19. This research uses a qualitative descriptive method with qualitative research type. The informants are collected using the Snowball Sampling technique. The result of this research is the existence of crisis communications strategy and the Covid-19 emergency team's actions in Suara Surabaya Media. In the strategy, it involves Covid-19 emergency team establishment, there are regulations which are consisted of protocol supply, precondition supply, and handling evaluation. The last is cooperation with other companies. For its actions, there are Internal and External handling actions. Internal handling actions consist of fast response action, provision of health's needs supply, the application of WFH, and social distancing. For External handling actions, there is the establishment of positive image and treatment education to ward society through media.

Keywords: Crisis Communication Strategy and Action, Suara Surabaya Media, Covid-19 Task Force Team, image.