

ABSTRAK

Fitria Putri Utami. 220531100089. Program Studi Ilmu Komunikasi. "Strategi Komunikasi Manajemen Krisis Perguruan Tinggi dalam Upaya Mempertahankan Citra Institusi Pendidikan pada Peristiwa Kekerasan Saat PKKMB di Universitas Trunojoyo Madura".

Penelitian ini bertujuan untuk menganalisis strategi komunikasi manajemen krisis perguruan tinggi dalam upaya mempertahankan citra institusi pendidikan pada peristiwa kekerasan saat PKKMB di Universitas Trunojoyo Madura. Penelitian ini berfokus pada strategi komunikasi yang dilakukan Universitas Trunojoyo Madura melalui Humas, Satgas Pencegahan dan Penanganan Kekerasan di Perguruan Tinggi (PPKPT), Biro Akademik, Kemahasiswaan, dan Kerja Sama (BAKK), serta media Jawa Pos Radar Madura dalam menangani krisis yang terjadi.

Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Informan penelitian dipilih menggunakan teknik purposive sampling berdasarkan keterlibatan dalam penanganan kasus. Teknik analisis data menggunakan model Miles dan Huberman, sedangkan keabsahan data diuji melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi komunikasi manajemen krisis Universitas Trunojoyo Madura dilakukan melalui tiga tahapan, yaitu pra krisis, manajemen krisis, dan pasca krisis. Pada tahap pra krisis, universitas melakukan identifikasi awal, pencarian fakta, verifikasi informasi, serta penyusunan rencana komunikasi sebagai dasar penanganan krisis. Pada tahap manajemen krisis, universitas menerapkan identifikasi krisis, pengelolaan informasi, komunikasi satu pintu, pengelolaan media, serta koordinasi dengan berbagai pihak dalam penanganan kasus untuk mempertahankan citra institusi. Pada tahap pasca krisis, universitas melakukan evaluasi komunikasi, monitoring media, penguatan sistem pencegahan, serta penguatan identitas komunikasi melalui media dan media sosial sebagai upaya mempertahankan citra institusi pendidikan. Berdasarkan analisis menggunakan *Situational Crisis Communication Theory* (SCCT), kasus tersebut termasuk dalam kategori preventable cluster dengan penerapan strategi *diminish*, *bolstering*, dan *rebuild* dalam mempertahankan citra institusi pendidikan.

Kata kunci: strategi komunikasi manajemen krisis, *Situational Crisis Communication Theory* (SCCT), *preventable cluster*.

ABSTRACT

Fitria Putri Utami. 220531100089. Communication Science Study Program. "Communication Strategy of Crisis Management in Higher Education in an Effort to Maintain the Image of Educational Institutions in the Violent Incident During PKKMB at Trunodjoyo University Madura".

This study aims to analyze the communication strategy of crisis management in higher education in an effort to maintain the image of educational institutions during the violent incident during PKKMB at Trunodjoyo University Madura. This research focuses on the communication strategy carried out by Trunodjoyo Madura University through Public Relations, the Task Force for the Prevention and Handling of Violence in Higher Education (PPKPT), the Bureau of Academic, Student Affairs, and Cooperation (BAKK), and the media Jawa Pos Radar Madura in handling the crisis that occurred.

The research method used is qualitative research with a descriptive approach. Data collection techniques are carried out through interviews, observations, and documentation. The research informants were selected using purposive sampling techniques based on their involvement in handling cases. The data analysis technique used the Miles and Huberman models, while the validity of the data was tested through source triangulation.

The results of the study show that the crisis management communication strategy of Trunodjoyo University Madura is carried out through three stages, namely pre-crisis, crisis management, and post-crisis. In the pre-crisis stage, universities conduct initial identification, fact-finding, information verification, and preparation of communication plans as the basis for handling the crisis. At the crisis management stage, the university implements crisis identification, information management, one-stop communication, media management, and coordination with various parties in handling cases to maintain the institution's image. In the post-crisis stage, universities conduct communication evaluations, media monitoring, strengthening prevention systems, and strengthening communication identities through media and social media as an effort to maintain the image of educational institutions. Based on the analysis using Situational Crisis Communication Theory (SCCT), the case is included in the preventable cluster category with the application of diminish, bolstering, and rebuild strategies in maintaining the image of educational institutions.

Keywords: *crisis management communication strategy, Situational Crisis Communication Theory (SCCT), preventable cluster.*