

ABSTRACT

Crisis is an unexpected condition, which started from the internal or external environment and can threaten the existence of the organization itself. For example, the attack on the Ciracas Polsek by members of the TNI occurred on August 29th, 2020. This study examines the TNI's crisis communication activities in responding to this case from the perspective of Public Relations and Crisis Management Theory using qualitative content analysis. The results of the study indicate the efforts made by the TNI through three stages of crisis management, i.e.: (1) The Pre-Crisis Stage, guided by the Regulation of the Minister of Defense of the Republic of Indonesia Number 40 of 2013 concerning Guidelines for Public Relations Communications within the Ministry of Defense and the Indonesian National Armed Forces and the Regulation of the Minister of Defense of the Republic Indonesia Number 41 of 2013 concerning Guidelines for Crisis Communication Management; (2) The Crisis Stage, according to Combs (2010:28) carries out tactical advice strategies, strategic advice, corporate apologies, and image repair theory; (3) Post Crisis Stage, evaluating the management of crisis communication within the TNI. Crisis communication activities carried out by the TNI begin at the pre-crisis stage, analyzing signs of a crisis; warning stage, holding a meeting; the acute crisis stage, TNI public relations clarifies various reports using press conference activities; clean up stage, TNI apologizes to the aggrieved party; post crisis stage, by taking firm action against the perpetrators.

Keywords: Crisis Communication, Crisis Management, Public Relations.