

Abstract

Crisis is something that can suddenly come unnoticed. Crisis can happen to anyone, anywhere, and anytime indiscriminately. One way to minimize the impact of the crisis is to prevent crisis (Pre-Crisis). Every public relations should make a plan in handling crisis, the planning referred as Crisis Management. Kuningan District Government has a planning strategy in handling the crisis. This research uses descriptive qualitative research method in order to give description description about Crisis Communication Management conducted by Public Relations of Kuningan Regency in handling e-KTP crisis that happened in Kuningan. The problem of e-ID card was an external crisis that occurred in Kuningan Regency. There are three stages in handling the crisis that is with pre-crisis planning, during crisis and after crisis happened. Crisis communication governance activities undertaken by the Regional Government of Kuningan District have been through three stages of pre-crisis by way of planning on what to do if the crisis occurs, quickly responsive in handling the crisis and also transparent to the public. This is done in the aftermath of the crisis by providing coaching and input to the Ahmadiyah community and related Islamic organizations.

Keywords: *Communication Crisis, Crisis Management*