

ABSTRACT

A crisis is something that can suddenly come unnoticed. Crises can happen to anyone, anywhere, and anytime. Especially at this time the pandemic crisis that is being experienced by all Indonesians is no exception with the Jember Regency Government. Every agency should have a strategy for handling crises. One way to minimize the impact of the crisis is to prevent the crisis. Every publicist must make a plan in dealing with the Crisis. Jember District Government has a strategy in dealing with the crisis that occurred. This study This study uses qualitative descriptive research method of case study in order to provide an overview of crisis communication strategy conducted by jember district government in handling the Covid-19 pandemic that occurred in Jember. The Covid-19 pandemic crisis is an unexpected crisis, there is no prior planning to deal with the Covid-19 pandemic crisis so the Jember District Government changed the previous policy that has been made. There are three stages of crisis communication and management in dealing with the crisis, namely by pre-crisis planning, in times of crisis and post- crisis. After that, efforts to handle the crisis when it occurs through several stage namely: crisis identification, crisis analysis, crisis isolation and strategy taking. After that, the public relations of jember regency government did several ways to inform the public so that the public still comply with health protocols.

Keywords : Covid-19 Pandemic, covid-19 handling program, Crisis Communications, government public relations.