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This study aims to analyze the crisis communication strategy implemented by the management of the Chasan Boesoirie Ternate Hospital in dealing with strikes of health and non-health workers due to the deduction of Employee Income Supplement (TPP). The novelty of this research lies in the Situational Crisis Communication Theory (SCCT) model by Coombs (2007) and the Discourse of Renewal Theory which is used to analyze crisis communication strategies in the context of health organizations. The method used is qualitative research with data collection through in-depth interviews with hospital management and employees, observation, and analysis of related documents. The results show that clarification of the crisis is a crucial first step, where management successfully identifies the cause of the TPP problem as a result of a lack of careful budget planning. The communication responses taken by management, including problem mapping and reassuring information delivery, demonstrate a commitment to rebuilding employee trust. In addition, management maintains consistency in conveying information regarding TPP completion, which helps reduce confusion among employees. The speed of response in crisis communication is also a key factor, where management increases transparency in financial statements to create clarity and trust. Elements of empathy and openness are applied to create an environment where employees feel valued and listened to. The evaluation and learning process is carried out periodically to ensure the effectiveness of communication strategies and support continuous improvement. The conclusion of this study emphasizes that the application of SCCT and Discourse of Renewal Theory components in communication strategies at Chasan Boesoirie Ternate Hospital can help management overcome crises, build employee trust, and create a more harmonious and productive work environment. With planned steps and effective communication, it is hoped that the TPP problem can be solved properly and the organization can transform for the better.

Keywords: Additional Employee Income, Crisis communication strategy, Discourse of Renewal Theory, Situational Crisis Communication Theory