ABSTRACT

MUHAMMAD REZKY WIDIRA. 10821631.

Crisis Communication Strategy for SMKN 1 Cibinong in assisting with the Issue of Withholding Student Diplomas

Keywords: Crisis, Crisis Communication Strategy, Situational Crisis Communication Theory, SCCT, Issues
(xiii + 77 + Appendiences)

Crisis communication is an organization's effort to convey information quickly, accurately, and empathetically to manage public perceptions and minimize reputational damage when an incident occurs. Its aims are to reduce confusion, maintain public trust, and facilitate the restoration of institutional functioning. This study examines SMKN 1 Cibinong's crisis communication strategy in response to the withholding of student diplomas. Grounded in Situational Crisis Communication Theory (SCCT), the analysis emphasizes crisis classification to identify problem sources, the selection of institutional response strategies, and the evaluation of the reputation-recovery process. The study employs a qualitative approach with data collection techniques including field observation, in-depth interviews with school stakeholders, and document review. Data were analyzed thematically following Miles and Huberman's model (data reduction, data display, verification) and validated through source and method triangulation. Findings indicate the problem primarily arose from administrative miscommunication; the school responded promptly with official statements, clarifications on its website and social media, internal coordination, and meetings with parents and alumni. These actions effectively reduced confusion and aided gradual reputation recovery, although the process required time and the involvement of multiple parties. This study contributes to understanding the application of SCCT in educational institutions and clarifies the dynamics of crisis communication in school contexts.

Bibliography (2006-2024)