

ABSTRAK

Muhammad Adrianto Agisna : Strategi Manajemen Krisis Humas SMK PPN Tanjungsari Menghadapi Penghentian Program Makan Bergizi Gratis

Penelitian ini bertujuan untuk menganalisis strategi manajemen krisis Humas SMK PPN Tanjungsari dalam menghadapi penghentian sementara Program Makan Bergizi Gratis (MBG).

Fokus penelitian diarahkan pada karakteristik krisis, tanggung jawab publik terhadap sekolah, strategi respons komunikasi krisis yang dilakukan humas, serta dampaknya terhadap reputasi dan citra sekolah.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif dan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri dari kepala sekolah, staf humas, serta pihak sekolah yang terlibat dalam pengelolaan komunikasi program MBG. Analisis data menggunakan model Miles dan Huberman melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penghentian sementara Program Makan Bergizi Gratis di SMK PPN Tanjungsari termasuk ke dalam kategori *Accidental cluster* dalam kerangka *Situational Crisis Communication Theory* (SCCT), karena krisis dipicu oleh faktor eksternal berupa keterlambatan pembayaran dari pemerintah kepada pihak penyedia layanan. Meskipun sekolah tidak menjadi penyebab utama krisis, publik tetap memberikan tanggung jawab kepada sekolah sebagai institusi yang berhubungan langsung dengan siswa dan orang tua.

Strategi komunikasi krisis yang dilakukan humas sekolah meliputi penyampaian informasi secara terbuka, penggunaan media digital, koordinasi internal, serta pendekatan komunikasi persuasif dan empatik kepada publik internal maupun eksternal. Strategi tersebut dinilai mampu menjaga stabilitas komunikasi dan meminimalkan penurunan kepercayaan publik terhadap sekolah. Penelitian ini menunjukkan bahwa efektivitas strategi komunikasi krisis sangat dipengaruhi oleh kesesuaian antara karakteristik krisis dan respons komunikasi yang diterapkan organisasi.

Kata Kunci: Manajemen Krisis, Humas Sekolah, Komunikasi Krisis, SCCT, Program Makan Bergizi Gratis.

ABSTRACT

Muhammad Adrianto Agisna : *Public Relations Crisis Management Strategy Of Tanjungsari PPN Vocational School In Facing The Termination Of The Free Nutritious Meal Program*

This study aims to analyze the crisis management strategy of the Public Relations division of SMK PPN Tanjungsari in responding to the temporary suspension of the Free Nutritious Meal Program (Program Makan Bergizi Gratis).

The research focuses on the characteristics of the crisis, public attribution of responsibility toward the school, crisis communication response strategies implemented by public relations, and their impact on the school's reputation and image.

This study employed a qualitative approach using a descriptive method within a constructivist paradigm. Data were collected through in-depth interviews, observation, and documentation. The research informants consisted of the school principal, public relations staff, and school personnel involved in managing communication regarding the program. Data analysis applied the Miles and Huberman interactive model, including data reduction, data display, and conclusion drawing.

The findings indicate that the temporary suspension of the Free Nutritious Meal Program at SMK PPN Tanjungsari falls into the Accidental cluster category within the framework of Situational Crisis Communication Theory (SCCT), as the crisis was caused by external factors, namely delays in government payments to service providers. Although the school was not the primary cause of the crisis, the public still attributed responsibility to the school as the institution directly connected to students and parents.

The crisis communication strategies implemented by the school's public relations included transparent information delivery, utilization of digital media, internal coordination, and persuasive as well as empathetic communication approaches toward both internal and external publics. These strategies were considered effective in maintaining communication stability and minimizing the decline of public trust in the school. This study demonstrates that the effectiveness of crisis communication strategies is strongly influenced by the alignment between crisis characteristics and organizational communication responses.

Keywords: *Crisis Management, School Public Relations, Crisis Communication, SCCT, Free Nutritious Meal Program.*