

ABSTRAK

Muhammad Zidan Raihan Putra, Isu penyaluran bantuan sosial di Kota Bandung pada periode 2023–2024 menimbulkan krisis komunikasi yang mengancam citra dan kepercayaan publik terhadap Dinas Sosial Kota Bandung. Permasalahan seperti ketidaktepatan sasaran penerima, *inclusion error*, *exclusion error*, serta perubahan data DTKS menjadi sorotan media dan masyarakat sehingga menuntut respons komunikasi yang cepat, transparan, dan akuntabel.

Penelitian ini bertujuan untuk mengidentifikasi bentuk dan karakteristik krisis komunikasi yang muncul, menganalisis strategi manajemen krisis komunikasi yang diterapkan, mengevaluasi tantangan komunikasi dalam proses implementasi strategi, serta mengkaji peran komunikasi internal dan eksternal dalam upaya pemulihan kepercayaan publik dan reputasi institusi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara mendalam dengan informan kunci di Dinas Sosial Kota Bandung, observasi, dan studi dokumentasi. Analisis data dilakukan menggunakan kerangka *Situational Crisis Communication Theory (SCCT)* yang dikembangkan oleh W. Timothy Coombs, yang mencakup empat elemen utama: identifikasi situasi krisis, persepsi tanggung jawab krisis, strategi komunikasi krisis, dan upaya pemulihan citra.

Hasil penelitian menunjukkan bahwa Dinas Sosial Kota Bandung berada pada posisi *high crisis responsibility* dalam persepsi publik karena dianggap sebagai pelaksana utama distribusi bantuan sosial. Situasi krisis dikategorikan sebagai *preventable crisis* dalam kerangka SCCT. Strategi komunikasi yang diterapkan berada pada kategori *diminish* dan *rebuild*, yaitu melalui klarifikasi informasi mekanisme DTKS dan sistem desil, pendekatan multi-kanal melalui media sosial dan komunikasi langsung via aparat wilayah, serta koordinasi dengan instansi terkait. Upaya pemulihan citra dilakukan melalui peningkatan transparansi, evaluasi distribusi bantuan sosial, dan penguatan pelayanan publik. Meskipun demikian, pemulihan kepercayaan publik masih menghadapi tantangan berupa persepsi negatif yang bertahan serta inkonsistensi pesan antarunit dalam birokrasi.

Kata Kunci: Manajemen Komunikasi, Bantuan Sosial, Dinas Sosial, Humas Pemerintah.

ABSTRACT

Muhammad Zidan Raihan Putra, *The social assistance distribution issues in Bandung City during the 2023–2024 period triggered a communication crisis that threatened the image and public trust of the Bandung City Social Service Office (Dinas Sosial). Problems such as inaccurate targeting of beneficiaries, inclusion errors, exclusion errors, and changes in the DTKS data attracted widespread media and public scrutiny, demanding fast, transparent, and accountable communication responses.*

This study aims to identify the forms and characteristics of the communication crisis, analyze the applied crisis communication management strategies, evaluate the communication challenges in strategy implementation, and examine the roles of internal and external communication in rebuilding public trust and institutional reputation. This study employed a qualitative approach with a descriptive method. Data were collected through in-depth interviews with key informants at the Bandung City Social Service Office, observation, and document analysis. Data analysis was conducted using the Situational Crisis Communication Theory (SCCT) framework developed by W. Timothy Coombs, encompassing four key elements: crisis identification, crisis responsibility perception, crisis response strategies, and reputation repair.

The findings reveal that the Bandung City Social Service Office occupied a position of high crisis responsibility in public perception due to its role as the primary implementer of social assistance distribution. The crisis situation was categorized as a preventable crisis within the SCCT framework. The communication strategies applied fell under the diminish and rebuild categories, including the clarification of DTKS mechanism and decile system, a multi-channel approach utilizing social media and direct communication through local officials, and coordination with relevant agencies. Reputation repair efforts were carried out through enhanced transparency, evaluation of assistance distribution, and strengthening of public services. Nevertheless, the recovery of public trust continues to face challenges related to persisting negative perceptions and inconsistent messaging across bureaucratic units.

Keywords: *Communication Management, Social Assistance, Social Service Office, Government Public Relations.*