

ABSTRAK

Suci Pratiwi Ramadhani: Manajemen Krisis Komunikasi Rumah Sakit Umum Daerah dalam Menangani Keluhan Masyarakat (Studi Kasus pada Humas RSUD Sayang Kabupaten Cianjur)

Institusi pelayanan kesehatan pemerintah daerah kerap menghadapi dinamika keluhan masyarakat, mulai dari antrean panjang, dugaan penolakan pasien darurat, hingga isu pembiaran pasien BPJS yang berpotensi merusak kepercayaan dan reputasi institusi. Permasalahan tersebut menuntut peran strategis Humas dalam menyusun manajemen krisis komunikasi.

Penelitian ini bertujuan untuk mengetahui proses manajemen krisis komunikasi yang dilakukan Humas RSUD Sayang Cianjur dalam menangani keluhan masyarakat, mencakup tahap persiapan sebelum menghadapi krisis, strategi respons saat krisis berlangsung, serta upaya tindak lanjut setelah krisis terjadi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan paradigma konstruktivisme. Teknik pengumpulan data yaitu wawancara mendalam, observasi nonpartisipan, serta dokumentasi, dengan informan yang terlibat langsung dalam manajemen krisis komunikasi di RSUD Sayang Cianjur.

Penelitian ini menggunakan kerangka *Situational Crisis Communication Theory* (SCCT) yang membagi tahapan manajemen krisis ke dalam tiga tahapan, yaitu *pre crisis*, *crisis event*, dan *post crisis*.

Hasil penelitian menunjukkan bahwa pada tahap *pre crisis*, Humas melakukan pemantauan sinyal krisis melalui pengaduan dan opini publik, pendekatan interpersonal, serta kategorisasi pengaduan. Pada tahap *crisis event*, Humas merespons keluhan secara langsung, mengelola arus informasi, dan menerapkan strategi komunikasi untuk menjaga reputasi, sedangkan pada tahap *post crisis* dilakukan evaluasi dan pemantauan berkelanjutan. Secara keseluruhan, Humas RSUD Sayang Cianjur telah menerapkan tiga tahapan dalam manajemen krisis komunikasi secara sistematis.

Kata Kunci: Manajemen Krisis Komunikasi, Humas Rumah Sakit, Keluhan Masyarakat, SCCT.

ABSTRACT

Suci Pratiwi Ramadhani: Crisis Communication Management of a Regional General Hospital in Handling Public Complaints (A Case Study on the Public Relations Division of RSUD Sayang Cianjur Regency)

Local government healthcare institutions frequently face the dynamics of public complaints, ranging from long queues, alleged refusal of emergency patients, to issues of neglecting BPJS patients, which have the potential to damage the institution's trust and reputation. These issues require a strategic role for Public Relations in developing crisis communication management.

This study aims to determine the crisis communication management process implemented by Public Relations at Sayang Cianjur Regional Hospital in handling public complaints, including the preparation phase before a crisis, response strategies during a crisis, and follow-up efforts after a crisis occurs.

This study used a qualitative approach with a case study method and a constructivist paradigm. Data collection techniques included in-depth interviews, non-participant observation, and documentation, with informants directly involved in crisis communication management at Sayang Cianjur Regional Hospital.

This study utilized the Situational Crisis Communication Theory (SCCT) framework, which divides crisis management into three stages: pre-crisis, crisis event, and post-crisis.

The results indicate that during the pre-crisis stage, Public Relations monitors crisis signals through complaints and public opinion, interpersonal approaches, and complaint categorization. During the crisis event phase, Public Relations responds directly to complaints, manages the flow of information, and implements communication strategies to maintain reputation. During the post-crisis phase, ongoing evaluation and monitoring are conducted. Overall, Public Relations at Sayang Cianjur Regional Hospital has systematically implemented three stages of crisis communication management.

Keywords: Crisis Communication Management, Hospital Public Relations, Public Complaints, SCCT.