ABSTRAK

Nazarudin Wahid (1224060106): Manajemen Krisis Humas Kabupaten Subang Dalam Menghadapi Isu Tambang Ilegal

Aktivitas pertambangan ilegal di Kabupaten Subang menimbulkan kerusakan infrastruktur jalan, gangguan mobilitas masyarakat, dan risiko kecelakaan lalu lintas, sehingga berkembang menjadi isu publik yang menyoroti efektivitas pengawasan Pemerintah Kabupaten Subang dan menuntut respons komunikasi krisis yang tepat dari Humas untuk menjaga legitimasi dan kepercayaan publik. Penelitian ini bertujuan menganalisis pemaknaan isu tambang ilegal sebagai *crisis cluster*, respon terhadap atribusi tanggung jawab publik (*initial crisis responsibility*), pengaruh *crisis history*, serta peran *prior relational reputation* dalam pengelolaan komunikasi krisis Humas Pemerintah Kabupaten Subang.

Penelitian menggunakan *Situational Crisis Communication Theory* (SCCT) dari W. Timothy Coombs, yang menganalisis hubungan antara jenis krisis, atribusi tanggung jawab publik, faktor pemburuk krisis, serta strategi komunikasi organisasi dalam melindungi reputasi.

Penelitian berlandaskan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara mendalam, observasi partisipan terbatas, dan dokumentasi, dengan informan ditentukan melalui purposive sampling, kemudian dianalisis melalui koding, pengembangan tema, penyajian data, dan interpretasi.

Hasil penelitian menunjukkan bahwa Humas mengidentifikasi isu tambang ilegal sebagai *preventable cluster* krisis yang bisa dicegah maupun ditangani, namun tetap merespons atribusi tanggung jawab publik melalui komunikasi terbuka, koordinatif, dan informatif; *crisis history* mendorong penguatan koordinasi antar lembaga dan kecepatan respons; sementara prior relational reputation dengan media, aparat, dan tokoh masyarakat menjadi modal penting dalam memperlancar penyebarluasan informasi dan menjaga kredibilitas, sehingga keempat dimensi SCCT saling berkaitan membentuk strategi komunikasi krisis yang efektif dalam menjaga reputasi dan kepercayaan publik terhadap pemerintah daerah.

Kata kunci: Manajemen krisis, humas pemerintah, tambang illegal.

ABSTRACT

Nazarudin Wahid (1224060106): Crisis Management of Subang Regency Public Relations in Addressing the Issue of Illegal Mining

Illegal mining activities in Subang Regency have caused damage to road infrastructure, disruption to public mobility, and traffic accident risks, thereby developing into a public issue that highlights the effectiveness of oversight by the Subang Regency Government and demands an appropriate crisis communication response from Public Relations to maintain public legitimacy and trust. This research aims to analyze the interpretation of the illegal mining issue as a crisis cluster, the response to public attribution of responsibility (initial crisis responsibility), the influence of crisis history, as well as the role of prior relational reputation in the crisis communication management of the Subang Regency Government's Public Relations.

This research employs the Situational Crisis Communication Theory (SCCT) developed by W. Timothy Coombs, which analyzes the relationship between crisis type, public attribution of responsibility, crisis-intensifying factors, and organizational communication strategies in protecting reputation.

The research is grounded in the constructivist paradigm using a descriptive qualitative approach. Data were collected through in-depth interviews, limited participant observation, and documentation, with informants determined through purposive sampling, then analyzed through coding, theme development, data presentation, and interpretation.

The research results show that Public Relations identifies the illegal mining issue as a preventable crisis cluster that can be prevented or handled, yet still responds to public attribution of responsibility through open, coordinative, and informative communication; crisis history drives the strengthening of inter-agency coordination and response speed; while prior relational reputation with the media, authorities, and community leaders serves as important capital in facilitating the dissemination of information and maintaining credibility. Thus, the four dimensions of SCCT are interrelated in forming an effective crisis communication strategy to maintain the reputation and public trust in local government.

Keywords*: Crisis management, government public relations, illegal mining.*