

PENERAPAN MANAJEMEN KOMUNIKASI DALAM SITUASI KRISIS (Study pada PT. PINDAD (Persero) Turen-Malang pasca kasus ledakan munisi)



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Abstrak

Penelitian ini didasari oleh kasus ledakan munisi pada bulan September 2001 di perusahaan PT. PINDAD (Persero) Turen-Malang yang merupakan bentuk kecelakaan kerja. Akibat dari kecelakaan kerja tersebut satu karyawan meninggal dunia. Kecelakaan ini bisa saja terjadi dilain waktu, karena kesalahan prosedur kerja ataupun kelalaian karyawan (Human Error). Akan tetapi kejadian tersebut tidak melemahkan semangat serta loyalitas kerja para karyawan. Begitu pula citra perusahaan sampai sekarang masih terjaga dengan baik. Peneliti menganggap hal ini berhubungan dengan manajemen komunikasi baik keluar maupun ke dalam organisasi. Berdasarkan uraian diatas, rumusan masalah penelitian ini adalah bagaimanakah penerapan manajemen komunikasi PT. PINDAD (Persero) Turen-Malang dalam menghadapi situasi krisis terkait dengan kasus ledakan 2001 tahun lalu. Terkait dengan hal diatas tujuan penelitian ini adalah mendeskripsikan penerapan manajemen komunikasi saat kasus ledakan tersebut terjadi serta menganalisis fungsi manajemen komunikasi dalam situasi krisis terkait dengan kasus ledakan di PT. PINDAD (Persero) Turen-Malang.

Metode yang digunakan adalah metode penelitian kualitatif, yang mana peneliti bermaksud untuk menghasilkan prosedur analisis yang tidak menggunakan prosedur analisis statistik atau cara kuantifikasi yang lainnya serta penelitian didasarkan pada upaya membangun pandangan mereka yang diteliti dengan rinci, dibentuk dengan kata-kata, gambaran holistik, dan rumit (Moleong, 2007:6). Adapun teknik pengolahan data atau analisis data dalam penelitian ini adalah dengan kualitatif deskriptif dengan proses secara induksi-interpretasi-konseptualisasi. Jadi setelah semua data terkumpul kemudian data direduksi dengan proses inklusi, inklusi yaitu memasukkan data yang terkait dan eksklusi yaitu mengeluarkan data-data yang tidak terkait dalam menjawab permasalahan penelitian. Setelah itu dilakukan penyederhanaan agar data dapat lebih mudah dipahami kemudian disuguhkan dalam bentuk pemaparan atau kalimat yang berisi tentang penjelasan manajemen komunikasi dalam situasi krisis PT. PINDAD (Persero) Turen-Malang.

Penerapan manajemen komunikasi dalam situasi krisis pada PT. PINDAD (Persero) Turen-Malang mengacu pada teori Seitel. Teori itu mengungkap bahwa proses Public Relations melibatkan 4 (empat) langkah, yaitu: Defining the Problem or Opportunity, Programming, Action, dan Evaluation. Dimana setiap langkah tersebut dilakukan PT. PINDAD (Persero) Turen-Malang dalam menangani kasus ledakan tahun 2001. Adapun upaya perusahaan dalam menjalankan fungsi manajemen dalam sebuah organisasi berdasarkan model Cutlip dan Center. Proses tersebut mencakup tahap pengumpulan fakta dan evaluasi yang semuanya dijawab dengan penelitian. Model Cutlip dan Center dapat diuraikan secara singkat sebagai berikut: pengumpulan fakta, definisi permasalahan, perencanaan dan program, aksi dan komunikasi, serta evaluasi. Berdasarkan hasil analisis data, peneliti menyimpulkan penerapan manajemen komunikasi yang dilakukan PT. PINDAD (Persero) Turen-Malang saat terjadi krisis pada tahun 2001 dapat ditangani, karena krisis tidak sampai pada tahap akut. Tahap akut merupakan tahap

dimana orang telah mengatakan bahwa “telah terjadi krisis”.

Dari hasil penelitian yang telah dilakukan, maka peneliti dapat mengemukakan beberapa saran untuk dijadikan pertimbangan dan bahan masukan bagi perusahaan, yaitu: manual krisis perusahaan hendaknya segera dibakukan, mengingat situasi krisis yang terjadi pada perusahaan dapat terjadi sewaktu-waktu,, Humas perusahaan PT. PINDAD (Persero) Turen-Malang Divisi Munisi hendaknya tidak tergabung dalam Sub Departemen Minu dan Humas akan tetapi berdiri sendiri, karena mengingat fungsi Humas dalam perusahaan sangat vital. Sehingga informasi atau hal-hal yang berkaitan dengan kehumasan atau Public Relations tidak ambigu dengan hal-hal diluar tanggung jawab dan fungsi humas sendiri. Penelitian ini diharapkan menjadi referensi kepada semua pihak, khususnya bagi mahasiswa komunikasi yang bermaksud melakukan penelitian yang sama.

ABSTRACT

Background of this research was munitions explosion case on October 2007 at PT. PINDAD Inc. Turen – Malang as the job accident. Impact of that job accident was one employee passed away. That accident can happens on another times because mistake of job procedure or human error. However, that accident didn't make weak spirit and job loyalty of employees. Thus, image of company is still good until now. Researcher has opinion that this case related with communication management both of out or in organization. Based on that explanation, research formula of this problem is what application of communication management on PT. PINDAD Inc. Turen – Malang in facing crisis situation related with the explosion case on year 2007 ago. The objective of this research is to descript application of communication management when the explosion happening and analysis function of communication management on crisis situation related with explosion case at PT. PINDAD Inc. Turen – Malang.

The method used was qualitative research method that researcher wants to produce analysis procedure that didn't use statistical analysis procedure or another quantitative ways and also research based on the effort to build their views that was researched accurately, formed with words, holistic views and involutes. (Moleong, 2007:6). Data processing technique or data analysis in this research is descriptive qualitative with process as induction–interpretation–conceptualization. Thus, after all data collected then it was reduced by inclusive process. Inclusive was entering data related and exclusive was release data that didn't related in answering research problem. After that, it was conducted simplification in order to data easier to be comprehended and provided on paper or state contains explanation of communication management on crisis situation at PT. PINDAD Inc. Turen – Malang.

Application of communication management on crisis situation at PT. PINDAD Inc. Turen – Malang refers at Seitel Theory. That theory expressed that process of Public Relations involving 4 (four) steps, as follows: Defining the problem or opportunity, Programming, Action and Evaluation. Every steps was conducted by PT. PINDAD Inc. Turen – Malang in handling explosion case on year 2007 ago. The effort of company in operating function of management in an organization based on Cutlip and Center model. The process include phase of fact collection and evaluation which is answered by research. Cutlip and Center model can outline shortly as follows: fact collection, problem definition, planning and program, action and communication, and evaluation. Based on result of data analysis, researcher concluded that application of communication management was conducted PT. PINDAD Inc. Turen – Malang while happening crisis on year 2007 can be handled, because crisis happens not until acute. Acute phase represents phase where people have told that “happened crisis”.

From the research result has conducted, researcher can proposed some suggestion to be consideration and input for company, as follows: crisis manual of company should be standardized immediately, remembering crisis situation happens at the company is able to happens every time, public relations of PT. PINDAD Inc. Turen – Malang Division Munitions shouldn't be attached to Sub Department Minu and Public Relations, remembering function of public relations in the company is very important. Information or things related with public relations was not ambiguous with something outer responsibility and function public relations. This research was expected become reference to all party, particularly for student of Communication Science Faculty means to conduct same research.

ABSTRACT

This research constituted to television commercial phenomenon which has become public menu list in fulfilling requirement of information for they. As induction from advertisement treat without constraint has condition of beholder to release cost is more, just to try a product that is on the market through television commercial or just fulfilling modern label or life style demand. Not all advertisement have the character of commercial, like public service advertising that is eager to submits information, persuasion or educates audience which purpose of finally for the sake of social. Like the existing of medium government intensively his fighting and lessens poorness. Various prevention programs of poorness is being emboldened by government which one of them is is Program Nasional Pemberdayaan Masyarakat (PNPM), and inform it to audience hence made by public service advertising about this program.

Not all publics gets information directly from team facilitator PNPM Mandiri, in here the role of advertisement media in television assessed hardly require submitting information of this program to public. With forwarding of public service, advertising about PNPM Mandiri in the television is expected public to know the importance of this program, and gives positive comments to this program. Therefore, a researcher interest to study is there any influence forwarding of public service advertising PNPM Mandiri to perception of public Tlogomas about PNPM Mandiri. Intention of this research is to know is there any influence between forwarding of advertisement Program Nasional Pemberdayaan Masyarakat (PNPM) to perception of public Tlogomas about PNPM Mandiri and how big the influence.

Theory applied in this research is the theory S-O-R (Stimulus-Organism-Response). This theory tells that effect is reacting to certain situation. The theory S-O-R also looks into that message perception and distributed systematically and in wide scale. Message hence, not addressed to the capacity insider as individual, but as part of public. To distribute message as many as possible, usage of technology is compulsion while out of reach individual by forwarding of message, assumed will not be affected by contents of message.

Research method applied is research survey. Where according to Kerlinger, research of survey is research done at small and also big population, but data studied is sample data taken away from by the population, causing is found relative events, distributive and the relation of between variables sociologist and also psychological. Based on the approach hence this research applies quantitative research approach.

Based on result of calculation, hence can be interpreted that variable forwarding of advertisement PNPM Mandiri has strong influence and significant to perception of public about PNPM Mandiri. With result of R^2 (R Square) = 0,731 can be told that 73,1% change of perception variable of public (Y) because of change of variable forwarding of advertisement PNPM Mandiri (X). The rest which 26,96 % because of other variable of which is not included in model in this research, with t calculate = 12,826 meaning test result t , t calculate > t tables, t tables = 1,67 (in enlisting tables t).

ABSTRACTION

This research is constituted of its phenomenon of year 2008 of Visit Indonesia Year 2008 by Minister Culture And Tourism, Jero Wacik on 26 December 2007 with budget counted American 15 dollar expected can net 7 million atonal and foreign turis of foreign exchange for state of transfer of foreign money counted American 6,4 billion dollar one year. According to socialization method Jero Wacik in this time more menitikberatkan at role of area because democracy principle run, one of them pass/through area autonomy. Development of tourism manifestly will entangle all society coat, start from nob come up with coat most under or which term with stakeholders perpetrator of tourism cover: governance circle, perpetrator is effort or tourism industry and related/relevant effort, and also wide of society so that society and entire/all stakeholders expected to partake to assist and give support to development of tourism. Theory evaluation in this research is Formula SMCR told by David K. Berlo. This Formula is he tell in the year 1960. Formula of SMCR is abbreviation of Terms: S Abbreviation of Source meaning communicator or source; Abbreviation M of Message meaning message; Abbreviation C of Channel meaning media or channel, while R abbreviation of Receiver meaning or receiver of komunikan.

This research use descriptive approach qualitative with data collecting technique [pass/through] observation, documentation and interview hence obtained to be data to be analysed to use analysis of domain, that is analysis [done/conducted] to obtain;get congeniality or picture in general and relative totally where of which come within in accurate research or focus. While technique determination of its informan use Purposive sampling with the employees characteristic have adapted for [by] [position/occupation] [is] research theme, owning minimum job experience 5 Year, minimum faction 3A, minimum education storey; level [of] S1 and take hold of [at] tourism area position and Documentation area, Area Publication and Sub Bagian Keuangan dan Penyusunan Program, Bagian Tata Usaha

Result of research On Department of tourism, information and communication Malang City indicate that communications strategy weared by Dinas Pariwisata, Informasi dan Komunikasi Malang City in campaigning Visit Indonesia of Year 2008 [is] to [pass/through] to be dialogued with [all] Stakeholder, electronic media melaui like radio and televise, media print like Newspaper, booklet and is other. besides also [pass/through] management of promotion of wisata [pass/through] exhibition and various annual even-even and also follow various activity of local scale goodness and also national scale. Thereby can be concluded that communications strategy used by On Department of tourism, information and communication Malang City In Campaign of Visit Idonesia Year 2008 using some media that is: Booklet, brochure, leaflet, internet, media print, and electronic media. Besides On Department of tourism, information and communication Malang City nor research into in campaign of Visit Indonesia of Year 2008. This matter because of On Department of tourism, information and communication Malang City only going on policy of Central Government

Campaigning Visit Indonesia of Year 2008 in Malang City, Department of tourism, information and communication Malang City entangling some [party/ side] that is. Kakang-Mbakyu Kota

Malang and elemen pariwisata Indonesia Content of message of campaign of Visit Indonesia of Year 2008 in Malang City is " Malang Welcoming City" showing Malang City always ready to greet whosoever which wish to pay a visit to Malang City, goodness with a purpose to wisata, expense, learn and or have invesment.

While becoming target in Campaign of Visit Indonesia of Year 2008 in Malang City is local society, tourist of Nusantara, and foreign countries tourist. Because when paying a visit and shopping at one or area of obyek their wisata is contributor of earnings of Genuiness Area (PAD) to Malang City To the the result, can be recommended to communications science student for research hereinafter related to applying of campaign management

ABSTRACT

Religious proselytize basically is an integral part in Islam religion. Progressive religious proselytize would influence the religion improvement. In the contrary, low religious proselytize would effect the low of religion. Majelis Ta'lim Darul Hijrah is a Islamic proselytize which doing their activity in Tengger area. The Islamic proselytize needed the right methods and communication approach to the communication. So that the research aimed to find out approach in proselytize communication which was done by Majelis Ta'lim Darul Hijrah in Islamic

Proselytize to the Tengger Society.

Islamic Proselytize has close relation with persuasive communication since they both paid attention to the attitude change or faith from the communicant (Iswandi) That's why there needed an effective approach in Islamic proselytize activity so that it would be effective. The approach consisted of: assumption that inside them there were education approach assumed that formal or non-formal education was important since they improve and built morality human. Cultural approach saw that the society has culture as artwork and needs tied them. Economic approach, economic was the basic needs of human. This approach aimed to increase the life welfare. The second approach was psychological approach, a proselytize consisted of 2 aspects, first image of proselytize that human has gift compare with the other creature. The second aspect was that human has some deficiency so that proselytize should give solution by conseling or illumination.

The research used qualitative descriptive method. The research held in Majelis Ta'lim Darul Hijrah which was done Islamic Proselytize in Ngadas village. Data technique were done by interview with the Proselytizer, Majelis Ta'lim Darul Hijrah who was proselytizing in Ngadas village, village elders for data verification. The writer also used observation technique and documentation. Data analysis technique used was triangulation data analysis.

According to the research, there could be concluded that in their proselytizing activity, Majelis Ta'lim Darul Hijrah considered three learning method, they were bil-hikmah, the method was done in the beginning of proselytizing by watching the object condition and early target, they were Islam introduction, so that there needed a wise application to create the object's sympathy. The next phase, Darul Hijrah applied bil hal method, since they considered that proselytize object were freshment, they could not think critical, so that they needed concrete and real example. In developing proselytize activity by the development of knowledge and understanding about Islam, the next method was bil lisan, so that the process would be directed to the scheduled learning method, like scheduled Qur'an examination, mother group, etc. The three methods has included into multi-approach which was done by Majelis Ta'lim Darul Hijrah, psychological approach, consisted of 2 aspects. Those were: human has more strength, compared with the other creature, so that in this approach he would did bil hikmah. The second aspect considered that human had problem in theirselves, it could be seen from billisan method through group learning, which would give him/her knowledge about Islam. It also could be done to non-Islamic in persuasive communication, cultural approach. Indirectly, Darul Hijrah offered a traditional solution about doing a ceremony. While economic approach was done before the mosque, by dealing out religious meal and sacrifice meal.