

# Strategi politisi menghadapi krisis komunikasi analisis image restoration pada konten unggahan Instagram Ridwan Kamil = Politician's strategy on facing crisis communication image restoration analysis on Ridwan Kamil's Instagram posts

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## Abstrak

Penelitian ini membahas penerapan strategi image restoration oleh Ridwan Kamil dalam menghadapi Komunikasi Krisis yang terjadi setelah ia melakukan deklarasi menjadi Calon Gubernur Jawa Barat 2018 oleh Partai NasDem di media sosial Instagram. Penelitian ini adalah penelitian kualitatif dengan teknik analisis konten kualitatif menggunakan metode Philipp Mayring. Hasil penelitian menemukan bahwa Ridwan Kamil enggan mengakui kebenaran atas tuduhan negatif yang dituding oleh netizen sebagai strategi image restoration-nya melalui media sosial Instagram.

.....This study aims to discuss on applying image restoration strategy by Ridwan Kamil on facing crisis communication that happened to him after declared for Jawa Barat Governor Election in 2018 by NasDem Party. This study uses qualitative approaches with content analysis method my Philipp Mayring. The result showed that Ridwan Kamil had never admit the truth about negative accusations addressed to him as his image restoration strategy that he used through his Instagram account.