

Social Mediated Crisis Communication Model dalam bencana : studi terhadap manajemen komunikasi krisis public relations Badan Meteorologi Klimatologi dan Geofisika Maluku pada kasus gempa Ambon 2019 = Social Mediated Crisis Communication Model in disaster : study of crisis communication management public relations of the Maluku Meteorology, Climatology, and Geophysics Agency in the case of the 2019 Ambon earthquake

Tanasale, Beatriz Bridget, author

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Abstrak

Penelitian ini merupakan studi kualitatif dengan dukungan data kualitatif untuk meneliti komunikasi bencana yang dilakukan melalui media sosial. Analisis yang dilakukan mengintegrasikan konsep teoritis dari Social Mediated Crisis Communication Model untuk melihat komunikasi bencana yang dilakukan Badan Meteorologi, Klimatologi dan Geofisika Maluku melalui media sosial. Data dari penelitian ini diambil melalui observasi dan wawancara mendalam dengan berbagai narasumber, serta data media sosial dari Badan Meteorologi, Klimatologi dan Geofisika Maluku. Temuan dari studi ini menunjukkan bahwa komunikasi bencana yang dilakukan oleh Badan Meteorologi, Klimatologi dan Geofisika Maluku melalui media sosial dapat dipetakan melalui model komunikasi Social Mediated Crisis dengan beberapa pertimbangan tambahan seperti adanya unsur komponen pemerintah, dan integrasi dengan bentuk informasi lain.

.....This research is a qualitative study with the support of qualitative data to examine disaster communications through social media. The analysis carried out integrates the theoretical concept of the Social Mediated Crisis Communication Model to see disaster communications carried out by the Maluku Meteorology, Climatology, and Geophysics Agency through social media. The data from this study were taken through observation and in-depth interviews with various sources, as well as social media data from the Maluku Meteorology, Climatology, and Geophysics Agency. The findings of this study indicate that disaster communications carried out by the Maluku Meteorology, Climatology, and Geophysics Agency through social media can be mapped through the Social Mediated Crisis communication model with several additional considerations such as the existence of elements of government components, and integration with other forms of information.