

## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b>	<b>1</b>
<b>ACKNOWLEDGEMENTS</b>	<b>3</b>
<b>ABSTRACT</b>	<b>4</b>
<b>ABSTRAK</b>	<b>4</b>
<b>CHAPTER I: RESEARCH INTRODUCTION</b>	<b>6</b>
1.1 Background of the Problem	6
1.2 Research Question	8
1.3 Research Purpose	8
1.4 Significance of the Research	9
1.4.1 Practical Contribution of the Research	9
1.4.2 Academic Contribution of the Research	10
1.5 Research Novelty	10
1.6 Chapter Division Structure	20
<b>CHAPTER II: LITERATURE REVIEW</b>	<b>21</b>
2.1 Theoretical Background/Framework	21
2.1.1 Online Media Coverage and Stakeholders	21
2.1.2 Stakeholder and Attribution	23
2.1.3 Determining the communication response strategy	27
2.2 Conceptual Framework	30
<b>CHAPTER III: METHODOLOGY</b>	<b>32</b>
3.1 Research Paradigm	32
3.1.1 Research Methodology	33
3.1.2 Research Sample	33
3.1.3 Data Collection and Analysis Technique	35
3.1.4 Data Presentation	36
3.2 Research Methods Limitations	37
3.3 Unit of Analysis	38
<b>CHAPTER IV: FINDINGS &amp; DISCUSSION</b>	<b>40</b>
4.1 Stakeholders Identification	40
4.2 Crisis Attribution	43
4.3 Stakeholders Classification	49
4.4 Crisis Response Strategy Analysis	55
<b>CHAPTER V: CLOSING CHAPTER</b>	<b>69</b>
<b>BIBLIOGRAPHY</b>	<b>71</b>
<b>APPENDICES</b>	<b>74</b>
Appendix A.	74
Appendix B.	181
Appendix C.	182

Appendix D.	182
Appendix E.	188
Appendix F.	206
Appendix G.	207
Appendix H.	207
Appendix I.	208

#### **LIST OF TABLES**

Table 1.1 Research Comparison	12
Table 2.1 Coombs's message strategies (2012)	28
Table 3.1 Unit of Analysis	38
Table 4.1 Linkage Model Analysis	41
Table 4.2 Highlighted Excerpts of Experts/Researchers	45
Table 4.3 Highlighted Excerpts of Separatist Group (OPM)	46
Table 4.4 Stakeholders Typology Analysis	50
Table 4.5 Highlighted Excerpts of Capt. Philips Mark Mehrtens	52
Table 4.6 Stakeholders Level of Involvement Analysis	53
Table 4.7 Highlighted Excerpts of Pastor Phil, Papuan Church Figure	54
Table 4.8 SCCT Analysis on Susi Air Press Conference on March 1st, 2023	56
Table 4.9 Highlighted Susi Air's Excerpts 1	62
Table 4.10 Highlighted Susi Air's Excerpts 2	64
Table 4.11 Media Portrayal of Susi Air	66

#### **LIST OF FIGURES**

Figure 2.1 The Linkage Model	25
Figure 2.2 Stakeholders Typology	26
Figure 2.3 Conceptual Framework	30
Figure 4.1 Identified Stakeholders of Susi Air Pilot Kidnapping Crisis	41
Figure 4.2 News Publication Trend from February to May, 2023	44