Abstrak

Penelitian ini muncul untuk mengeksplorasi persamaan dan perbedaan intervensi krisis pada berbagai tipe rezim, demokratis, semi-otoriter, dan otoriter, semasa pandemi COVID-19 di Twitter (X). Penilitian mengandalkan metodologi kualitatif dan kuantitatif dengan pendekatan analisis konten dan statistik deskriptif untuk menganalisis 6.352 cuitan dari 43 pemimpin negara terpilih. Penelitian menemukan bahwa tidak ada perbedaan signifikan intervensi krisis di setiap tipe rezim, selain sedikit perbedaan proporsi penggunaan setiap intervensi dan jumlah cuitan. Penelitian juga mengungkap dominasi penggunaan strategi *public information* untuk merespons COVID-19 sebagai krisis *victim* di semua tipe pemerintahan dan tidak ada negara yang menggunakan intervensi *denial*, *excusing*, dan *apology*. Para pemimpin negara menyelimuti penggunaan ketiga intervensi ini dengan mengedepankan intervensi lain, seperti *scapegoating* dan *emotional support*, untuk mempertahankan reputasi.

Kata Kunci: komunikasi krisis, intervensi krisis, tipe rezim, pandemi COVID-19, analisis konten media sosial

Abstract

This paper aims to explore the similarities and differences in crisis interventions across various regime types, including democratic, semi-authoritarian, and authoritarian, during the COVID-19 pandemic on Twitter (X). The study relies on a qualitative and quantitative methodology utilizing content analysis and descriptive statistics to analyze 6,352 tweets from 43 elected world's leaders. It is found that there are no significant differences in crisis interventions among each regime type, except for slight variations in the proportion of each intervention's usage and the total number of tweets. The research also revealed the dominance of the public information strategy in responding to COVID-19 as a crisis victim across all types of governments, with no country employing denial, excusing, and apology interventions. However, the world leaders mask the utilization of these three interventions by prioritizing alternative interventions, such as scapegoating and emotional support to maintain their reputation.

Keywords: crisis communication, crisis interventions, regime type, COVID-19 Pandemic, social media content analysis