

ABSTRAK

Pandemi *Corona Virus Disease 2019* (COVID-19) telah ditetapkan sebagai bencana nasional dalam Keputusan Presiden (Keppres) Republik Indonesia Nomor 12 Tahun 2020. Dampak pandemik Covid-19 bersifat multidimensional dan tersebar hampir di seluruh provinsi di Indonesia. Kementerian Ketenagakerjaan juga menyatakan sebanyak 96,5% perusahaan di Indonesia terdampak pandemi Covid-19. Salah satu industri yang terdampak Covid-19 adalah industri rokok. PT. HM Sampoerna (HSMP) merupakan salah satu pionir perusahaan rokok di Indonesia, menjadi salah satu contoh perusahaan yang terdampak Covid-19. Sebagai salah satu pionir industri tembakau di Indonesia, pandemi Covid-19 mengakibatkan munculnya situasi krisis tersendiri yang harus dihadapi PT. HM Sampoerna. Covid-19 mengakibatkan penurunan penjualan produk, penurunan kinerja karyawan karena adanya karyawan yang positif Covid-19, serta munculnya rumor hoax PT HM Sampoerna. Hal tersebut tentu menciptakan krisis serius yang harus direspons cepat oleh perusahaan. Dari krisis yang dialami PT. HM Sampoerna Tbk tersebut peneliti tertarik untuk meneliti karakteristik pesan krisis perusahaan selama menghadapi krisis pandemic Covid-19. Penelitian ini bertujuan untuk mengidentifikasi karakteristik pesan krisis PT HM Sampoerna Tbk melalui siaran pers selama periode April 2020 hingga Juni 2020. Metode yang digunakan adalah analisis isi kualitatif dengan menggunakan teori *Situational Crisis Communication Theory* (SCCT). Metode ini digunakan untuk memberikan pemahaman tentang bagaimana karakteristik pesan krisis PT HM Sampoerna Tbk dalam merespons krisis pandemi Covid-19 melalui siaran pers. Data penelitian terdiri enam siaran pers yang dikumpulkan dari sumber resmi perusahaan. Dari menganalisis isi teks siaran pers, menunjukkan bahwa PT HM Sampoerna salah satu perusahaan yang menjadi korban adanya pandemi Covid-19. Krisis pandemi, menempatkan perusahaan sebagai *victim cluster*. Dalam isi teks siaran pers perusahaan dominan menggunakan karakteristik pesan “*diminishment strategy*”. Strategi ini digunakan untuk memberikan penjelasan rasional mengenai langkah-langkah dan arahan perusahaan dalam menghadapi krisis.

Kata kunci : Komunikasi Krisis, Analisis isi kualitatif, *Situational Crisis Communication Theory* (SCCT), PT HM Sampoerna Tbk, Pandemi Covid-19, Siaran Pers.

ABSTRACT

The Coronavirus Disease 2019 (COVID-19) pandemic was declared a national disaster by the Presidential Decree of the Republic of Indonesia No. 12 of 2020. The impact of the COVID-19 pandemic has been multidimensional and widespread, affecting nearly all provinces in Indonesia. The Ministry of Manpower also reported that 96.5% of companies in Indonesia were impacted by the pandemic. One of the industries affected by COVID-19 was the tobacco industry. PT HM Sampoerna (HSMP), a pioneer in Indonesia's tobacco industry, is one example of a company impacted by COVID-19. As one of the pioneers in the Indonesian tobacco industry, the COVID-19 pandemic created its own crisis situation for PT HM Sampoerna. COVID-19 caused a decline in product sales, reduced employee performance due to positive COVID-19 cases among staff, and the spread of false rumors about PT HM Sampoerna. These issues created a serious crisis that required a swift response from the company. From the crisis experienced by PT HM Sampoerna Tbk, the researcher became interested in studying the characteristics of the company's crisis communication messages during the COVID-19 pandemic. This study aims to identify the characteristics of PT HM Sampoerna Tbk's crisis communication through press releases during the period of April 2020 to June 2020. The method used is qualitative content analysis using the Situational Crisis Communication Theory (SCCT). This method is employed to provide an understanding of the characteristics of PT HM Sampoerna Tbk's crisis communication messages in responding to the COVID-19 pandemic through press releases. The research data consists of six press releases collected from the company's official sources. By analyzing the content of the press release texts, it is shown that PT HM Sampoerna was one of the companies that became a victim of the COVID-19 pandemic. The pandemic crisis placed the company in the victim cluster. In the content of the company's press releases, the dominant narrative used was the "diminishment strategy." This strategy was employed to provide rational explanations regarding the company's steps and directives in addressing the crisis.

Keywords: Crisis Communication, Qualitative Content Analysis, Situational Crisis Communication Theory (SCCT), PT HM Sampoerna Tbk, COVID-19 Pandemic, Press Releases.