



DAFTAR PUSTAKA

- Acquisti, A., Friedman, A., & Telang, R. (2006). Is there a cost to privacy breaches? An event study. *ICIS 2006 Proceedings - Twenty Seventh International Conference on Information Systems*, 1563–1580.
- Benoit, W., L. (2015). *Accounts, Excuses, and Apologies* (2nd ed.). SUNY Press.
- Bentley, J. M. (2018). What Counts as an Apology? Exploring Stakeholder Perceptions in a Hypothetical Organizational Crisis. In *Management Communication Quarterly* (Vol. 32, Issue 2). <https://doi.org/10.1177/0893318917722635>
- Brown, K. A., Billings, A., & Devlin, M. (2016). Image Repair Across the Racial Spectrum: Experimentally Exploring Athlete Transgression Responses. *Communication Research Reports*, 33(1), 47–53. <https://doi.org/10.1080/08824096.2015.1117442>
- Brown, K. A., & Boman, C. D. (2023). Extending Experimental Crisis Communication Research: Reflections and Recommendations. In W. T. Coombs & S. J. Holladay (Eds.), *The Handbook of Crisis Communication* (2nd ed.) (pp. 17–30). WILEY Blackwell.
- Brühl, R., Basel, J. S., & Kury, M. F. (2018). Communication after an integrity-based trust violation: How organizational account giving affects trust. *European Management Journal*, 36(2), 161–170. <https://doi.org/10.1016/j.emj.2017.08.001>
- Cheng, L., Liu, F., & Yao, D. D. (2017). Enterprise data breach: causes, challenges, prevention, and future directions. *Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery*, 7(5), 1–14. <https://doi.org/10.1002/widm.1211>
- Chiles, B. W., & Roloff, M. E. (2014). Apologies, Expectations, and Violations: An Analysis of Confirmed and Disconfirmed Expectations for Responses to Apologies. *Communication Reports*, 27(2), 65–77. <https://doi.org/10.1080/08934215.2014.890735>
- Choi, Y., & Lin, Y. H. (2009). Individual difference in crisis response perception: How do legal experts and lay people perceive apology and compassion responses? *Public Relations Review*, 35(4), 452–454. <https://doi.org/10.1016/j.pubrev.2009.07.002>
- Christensen, T., & Lægreid, P. (2020). The coronavirus crisis—crisis communication, meaning-making, and reputation management. *International Public Management Journal*, 23(5), 713–729. <https://doi.org/10.1080/10967494.2020.1812455>
- Chung, S., & Lee, S. (2021). Crisis Management and Corporate Apology: The Effects of Causal Attribution and Apology Type on Publics' Cognitive and



- Affective Responses. *International Journal of Business Communication*, 58(1), 125–144. <https://doi.org/10.1177/2329488417735646>
- Claeys, A. S., & Coombs, W. T. (2021). Organizational crisis communication: Suboptimal crisis response selection decisions and behavioral economics. *Communication Theory*, 30(3), 290–309. <https://doi.org/10.1093/CT/QTZ002>
- Clardy, A. (2012). Organizational reputation: Issues in conceptualization and measurement. *Corporate Reputation Review*, 15(4), 285–303. <https://doi.org/10.1057/crr.2012.17>
- Confente, I., Siciliano, G. G., Gaudenzi, B., & Eickhoff, M. (2019). Effects of data breaches from user-generated content: A corporate reputation analysis. *European Management Journal*, 37(4), 492–504. <https://doi.org/10.1016/j.emj.2019.01.007>
- Coombs, W. T. (1995). Choosing the right words: The Development of Guidelines for the Selection of the “Appropriate” Crisis-Response Strategies. *Management Communication Quarterly*, 8(1), 447–476. <https://doi.org/10.1177/0893318995008004003>
- Coombs, W. T. (2007). Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. *Corporate Reputation Review*, 10(3), 163–176. <https://doi.org/10.1057/palgrave.crr.1550049>
- Coombs, W. T. (2012). Pursuing evidence-based crisis communication. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of Crisis Communication* (pp. 719–725). WILEY Blackwell.
- Coombs, W. T. (2015). The value of communication during a crisis: Insights from strategic communication research. *Business Horizons*, 58(2), 141–148. <https://doi.org/10.1016/j.bushor.2014.10.003>
- Coombs, W. T. (2023). *Ongoing Crisis Communication: Planning, Managing, and Responding* (6th ed.). SAGE Publications.
- Coombs, W. T., & Holladay, S. J. (2002). Helping crisis managers protect reputational assets: Initial Tests of the Situational Crisis Communication Theory. *Management Communication Quarterly*, 16(2), 165–186. <https://doi.org/10.1177/089331802237233>
- Coombs, W. T., & Holladay, S. J. (2008). Comparing apology to equivalent crisis response strategies: Clarifying apology’s role and value in crisis communication. *Public Relations Review*, 34(3), 252–257. <https://doi.org/10.1016/j.pubrev.2008.04.001>
- Coombs, W. T., Holladay, S. J., & Claeys, A. S. (2016). Debunking the myth of denial’s effectiveness in crisis communication: context matters. *Journal of Communication Management*, 20(4), 381–395. <https://doi.org/10.1108/JCOM-06-2016-0042>



Coombs, W. T., & Holladay, S. J. (2023). *The Handbook of Crisis Communication* (2nd ed.). WILEY Blackwell.

Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. In *SAGE Publications* (5th ed., Vol. 4, Issue 1). SAGE Publications.

De Cremer, D., Pillutla, M. M., & Folmer, C. R. (2011). How important is an apology to you? Forecasting errors in evaluating the value of apologies. *Psychological Science*, 22(1), 45–48. <https://doi.org/10.1177/0956797610391101>

DiStaso, M. W., Vafeiadis, M., & Amaral, C. (2015). Managing a health crisis on Facebook: How the response strategies of apology, sympathy, and information influence public relations. *Public Relations Review*, 41(2), 222–231. <https://doi.org/10.1016/j.pubrev.2014.11.014>

Dwiedienawati, D., Tjahjana, D., Faisal, M., Gandasari, D., & Abdinagoro, S. B. (2021). Determinants of perceived effectiveness in crisis management and company reputation during the COVID-19 pandemic. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1912523>

Fannes, G., & Claeys, A. S. (2023). Shaping Attributions of Crisis Responsibility in the Case of an Accusation: The Role of Active and Passive Voice in Crisis Response Strategies. *Journal of Language and Social Psychology*, 42(1), 3–30. <https://doi.org/10.1177/0261927X221108120>

Fearn-Banks, K. (2001). Crisis communication: a review of some best practices. In Heath, R. L. (Ed.), *Handbook of Public Relations*. SAGE Publications.

Ferguson, C. J. (2022). *Catastrophe!: How Psychology Explains Why Good People Make Bad Situations Worse*. Rowman & Littlefield Publishers, Inc.

Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000). The Reputation QuotientSM: A multi-stakeholder measure of corporate reputation. *Journal of Brand Management*, 7(4), 241–255. <https://doi.org/10.1057/bm.2000.10>

Frandsen, F., & Johansen, W. (2010). Apologizing in a globalizing world: Crisis communication and apologetic ethics. *Corporate Communications*, 15(4), 350–364. <https://doi.org/10.1108/13563281011085475>

Georgiadou, E. (2023). How sorry are you? Intensified apologies and the mediating role of perceived remorse in corporate crisis communication. *Public Relations Review*, 49(4), 102356. <https://doi.org/10.1016/j.pubrev.2023.102356>

Goode, S., Hoehle, H., Venkatesh, V., & Brown, S. A. (2017). User Compensation as a Data Breach Recovery Action: An Investigation of the Sony Playstation Network Breach. *MIS Quarterly*, 41(3), 703–727. <https://www.jstor.org/stable/10.2307/26635011>

Greve, M., Hengstler, S., Masuch, K., & Trang, S. (2021). Overcoming digital



challenges: A cross-cultural experimental investigation of recovering from data breaches. *International Conference on Information Systems, ICIS 2020 - Making Digital Inclusive: Blending the Local and the Global, September.*

Hill, K. M., & Boyd, D. P. (2013). The Components Of A Successful CEO Apology. *Journal of Business Case Studies (JBCS)*, 9(2), 89. <https://doi.org/10.19030/jbcs.v9i2.7693>

Identity Theft Resource Center. (2019). *2019 End-of-Year Data Breach Report*. <https://www.idtheftcenter.org/data-breaches-/>

Im, W. J., Youk, S., & Park, H. S. (2021). Apologies combined with other crisis response strategies: Do the fulfillment of individuals' needs to be heard and the timing of response message affect apology appropriateness? *Public Relations Review*, 47(1), 102002. <https://doi.org/10.1016/j.pubrev.2020.102002>

Katadata Insight Center. (2021). *Kesiapan Industri dalam Perlindungan Data Pribadi: Survei Terhadap Perusahaan Digital Tahun 2021*. <https://aptika.kominfo.go.id/wp-content/uploads/2021/12/Kesiapan-Industri-terhadap-Pelindungan-Data-Pribadi.pdf>

Kiambi, D. M., & Shafer, A. (2016). Corporate Crisis Communication: Examining the Interplay of Reputation and Crisis Response Strategies. *Mass Communication and Society*, 19(2), 127–148. <https://doi.org/10.1080/15205436.2015.1066013>

Kim, N., & Lee, S. (2021). Cybersecurity Breach and Crisis Response: An Analysis of Organizations' Official Statements in the United States and South Korea. *International Journal of Business Communication*, 58(4), 560–581. <https://doi.org/10.1177/2329488418777037>

Lazare, A. (2005). *On Apology*. Oxford University Press.

Lee, B. K. (2004). Audience-oriented approach to crisis communication: A study of Hong Kong consumers' evaluation of an organizational crisis. *Communication Research*, 31(5), 600–618. <https://doi.org/10.1177/0093650204267936>

Lee, S., & Chung, S. (2012). Corporate apology and crisis communication: The effect of responsibility admittance and sympathetic expression on public's anger relief. *Public Relations Review*, 38(5), 932–934. <https://doi.org/10.1016/j.pubrev.2012.08.006>

Lee, S. Y., & Atkinson, L. (2019). Never easy to say “sorry”: Exploring the interplay of crisis involvement, brand image, and message appeal in developing effective corporate apologies. *Public Relations Review*, 45(1), 178–188. <https://doi.org/10.1016/j.pubrev.2018.12.007>

Len-Ríos, M. E., Finneman, T., Han, K. J., Bhandari, M., & Perry, E. L. (2015). Image Repair Campaign Strategies Addressing Race: Paula Deen, Social



- Media, and Defiance. *International Journal of Strategic Communication*, 9(2), 148–165. <https://doi.org/10.1080/1553118X.2015.1008637>
- Lewicki, R. J., Polin, B., & Lount, R. B. (2016). An Exploration of the Structure of Effective Apologies. *Negotiation and Conflict Management Research*, 9(2), 177–196. <https://doi.org/10.1111/ncmr.12073>
- Li, Y., Yang, K., Chen, J., Gupta, S., & Ning, F. (2019). Can an apology change after-crisis user attitude? The role of social media in online crisis management. *Information Technology and People*, 32(4), 802–827. <https://doi.org/10.1108/ITP-03-2017-0103>
- Ma, L., & Zhan, M. (Monica). (2016). Effects of attributed responsibility and response strategies on organizational reputation: A meta-analysis of situational crisis communication theory research. *Journal of Public Relations Research*, 28(2), 102–119. <https://doi.org/10.1080/1062726X.2016.1166367>
- Marsen, S. (2020). Navigating Crisis: The Role of Communication in Organizational Crisis. *International Journal of Business Communication*, 57(2), 163–175. <https://doi.org/10.1177/2329488419882981>
- Masuch, K., Greve, M., Trang, S., & Kolbe, L. M. (2022). Apologize or justify? Examining the impact of data breach response actions on stock value of affected companies? *Computers and Security*, 112, 102502. <https://doi.org/10.1016/j.cose.2021.102502>
- McDonald, L. M., Sparks, B., & Glendon, A. I. (2010). Stakeholder reactions to company crisis communication and causes. *Public Relations Review*, 36(3), 263–271. <https://doi.org/10.1016/j.pubrev.2010.04.004>
- Mediana. (2024, June 3). Kemenkominfo Tangani 111 Kasus Kebocoran Data Pribadi Sepanjang 2019–2024. *Kompas*. <https://www.kompas.id/baca/ekonomi/2024/06/03/111-kasus-kebocoran-data-pribadi-ditangani-kemenkominfo-pada-2019-14-mei-2024>
- Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts. *The Academy of Management Review*, 22(4), 853–886. <https://doi.org/10.2307/259247>
- Moon, B. B., & Rhee, Y. (2012). Message strategies and forgiveness during crises: Effects of causal attributions and apology appeal types on forgiveness. *Journalism and Mass Communication Quarterly*, 89(4), 677–694. <https://doi.org/10.1177/1077699012455388>
- Myers, C. (2016). Apology, sympathy, and empathy: The legal ramifications of admitting fault in U.S. public relations practice. *Public Relations Review*, 42(1), 176–183. <https://doi.org/10.1016/j.pubrev.2015.10.004>
- Ndone, J. (2023). Internal crisis communication: The effects of negative employee-organization relationships on internal reputation and employees' unsupportive



- behavior. *Public Relations Review*, 49(4), 102357. <https://doi.org/10.1016/j.pubrev.2023.102357>
- Nguyen, T. T. (2019). The Effects of Apologies and Causal Attribution on Public Responses. [Doctoral dissertation, University of Oklahoma].
- Pace, K. M., Fediuk, T. A., & Botero, I. C. (2010). The acceptance of responsibility and expressions of regret in organizational apologies after a transgression. *Corporate Communications*, 15(4), 410–427. <https://doi.org/10.1108/CCIJ-02-2015-0009>
- Park, S., & Choi, J. A. (2023). Comparing public responses to apologies: examining crisis communication strategies using network analysis and topic modeling. *Quality and Quantity*, 57(4), 3603–3620. <https://doi.org/10.1007/s11135-022-01488-5>
- Pusat Operasi Keamanan Siber Nasional (Pusopskamsinas) Badan Siber dan Sandi Negara (BSSN). (2024). Panduan Menghadapi Data Breach. <https://www.ojk.go.id/id/csirt/Documents/Panduan%20Menghadapi%20Insiden%20Data%20Breach.pdf>
- Sandlin, J. K., & Gracyalny, M. L. (2018). Seeking sincerity, finding forgiveness: YouTube apologies as image repair. *Public Relations Review*, 44(3), 393–406. <https://doi.org/10.1016/j.pubrev.2018.04.007>
- Schoofs, L., Claeys, A. S., De Waele, A., & Cauberghe, V. (2019). The role of empathy in crisis communication: Providing a deeper understanding of how organizational crises and crisis communication affect reputation. *Public Relations Review*, 45(5). <https://doi.org/10.1016/j.pubrev.2019.101851>
- Sellnow, T. L., Seeger, M. W., & Sheppard, R. (2023). In W. T. Coombs & S. J. Holladay (Eds.), *The Handbook of Crisis Communication (2nd ed.)* (pp. 127–136). WILEY Blackwell.
- Sen, R., & Borle, S. (2015). Estimating the Contextual Risk of Data Breach: An Empirical Approach. *Journal of Management Information Systems*, 32(2), 314–341. <https://doi.org/10.1080/07421222.2015.1063315>
- Sheldon, C. A., & Sallot, L. M. (2008). Image repair in politics: testing effects of communication strategy and performance history in a faux pas. *Journal of Public Relations Research*, 21(1), 25–50. <https://doi.org/10.1080/10627260802520496>
- Sinanaj, G., Muntermann, J., & Cziesla, T. (2015). How Data Breaches Ruin Firm Reputation on Social Media! - Insights from a Sentiment-based Event Study. *Wirtschaftsinformatik Proceedings 2015*. <http://aisel.aisnet.org/wi2015/61>
- Sung, M., & Hwang, J. S. (2014). Who drives a crisis? the diffusion of an issue through social networks. *Computers in Human Behavior*, 36, 246–257. <https://doi.org/10.1016/j.chb.2014.03.063>



Surfshark. (2024). *Global Data Breach Statistics*.
<https://surfshark.com/research/data-breach-monitoring>

Ware, A., & Linkugel, W. (1973). They spoke in defense of themselves. *The Quarterly Journal of Speech*, 59, 273–283.

Weiner, B. (1985). An attributional theory of achievement motivation and emotion. *Psychology Review*, 92, 548–573.

Wibowo, N. I., Maulana, T. A., Muhammad, H., & Rakhmawati, N. A. (2021). Perbandingan Algoritma Klasifikasi Sentimen Twitter Terhadap Insiden Kebocoran Data Tokopedia. *JISKA (Jurnal Informatika Sunan Kalijaga)*, 6(2), 120–129. <https://doi.org/10.14421/jiska.2021.6.2.120-129>

Xu, K., & Li, W. (2013). An Ethical Stakeholder Approach to Crisis Communication: A Case Study of Foxconn's 2010 Employee Suicide Crisis. *Journal of Business Ethics*, 117(2), 371–386. <https://doi.org/10.1007/s10551-012-1522-0>