

ABSTRAK

Pertamina saat ini tengah diterpa krisis akibat korupsi tata kelola minyak mentah oleh salah satu anak perusahaannya, PT Pertamina Patra Niaga, serta tuduhan penjualan BBM oplosan di Stasiun Pengisian Bahan Bakar Umumnya (SPBU). Krisis ini bermula dari dugaan Kejaksaan Agung akan adanya kegiatan impor minyak mentah melalui broker dengan harga yang secara signifikan lebih tinggi dibanding harga minyak mentah hasil produksi dalam negeri. Lebih dari itu, ditemukan pula dugaan penjualan BBM oplosan yang mengakibatkan kerugian bagi masyarakat dan pembebanan keuangan negara. Merespons temuan tersebut, Pertamina memberikan serangkaian pernyataan kepada publik melalui siaran pers. Menggunakan metode penelitian analisis isi kualitatif terarah, teks siaran pers yang dirilis di laman dan kanal YouTube resmi Pertamina dianalisis melalui proses pengkodean untuk memetakan strategi respons krisis yang dijalankan oleh Pertamina berdasarkan strategi SCCT Coombs. Temuan dari penelitian ini ialah bahwa Pertamina menerapkan strategi respons krisis *justification* dan *reminder* untuk menghadapi krisis korupsi minyak mentah dan dugaan penjualan BBM oplosan. Meski strategi respons ini tidak sesuai rekomendasi teori, keduanya kemudian dipandang sebagai strategi respons alternatif yang mampu menyampaikan respons kepada masyarakat dan negara sebagai *stakeholder*.

Kata Kunci: Analisis isi, Krisis, Korupsi, Pertamina, dan SCCT.

ABSTRACT

Pertamina is currently facing a crisis due to a case of corruption in crude oil management by one of its subsidiaries, PT Pertamina Patra Niaga, and allegations of tampered fuel sale at its gas stations (SPBU). This crisis began with the Attorney General's Office's findings of crude oil import activities through a broker with prices that are significantly higher than domestically-produced crude oil. Furthermore, allegations of tampered fuel sales were also uncovered, which negatively affected the public and created a burden on state finances. Responding to these findings, Pertamina issued a series of statements to the public through press releases. Using a directed qualitative content analysis (QCA) research method, every related press release that are released through Pertamina's official website and YouTube channel will be analysed through a coding process to map Pertamina's crisis response strategy based on Timothy Coombs' theory on SCCT. The findings of this study are that Pertamina implemented a justification and reminder crisis response strategy to address the crude oil corruption crisis and allegations of tampered fuel sales. Although the employed crisis response strategy does not align with the proposed theory, both strategies could be seen as alternate response strategy, which enable Pertamina to address the issue to both the public and the state as its stakeholders.

Keywords: Content analysis, Corruption, Crisis, Pertamina, and SCCT.