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Law Enforcement Crisis Communication in the Digital Age: An SCCT-Based Case Study of Polrestabes Semarang's Crisis Communication (24 November-31 December 2024) to the Gamma Rizkynata Shooting Case on Social Media Platforms

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ABSTRACT

This research examines Polrestabes Semarang's crisis communication strategy in response to the Gamma Rizkynata shooting case and assesses its alignment with Situational Crisis Communication Theory (SCCT) and relevant Indonesian National Police communication regulations. Employing a qualitative approach within an interpretivist paradigm and an embedded single-case study design, the research analyzes institutional communication disseminated through YouTube, Instagram, and TikTok alongside stakeholder responses across digital platforms. Data were collected from official social media posts, stakeholder comments, news reports, and regulatory documents and analyzed using pattern matching and explanation-building techniques. The findings indicate that stakeholders largely attributed high responsibility to the institution, placing the crisis within SCCT's preventable cluster. While Polrestabes Semarang implemented several crisis response strategies, its communication exhibited notable inconsistencies with SCCT recommendations regarding transparency, message consistency, spokesperson utilization, and stakeholder-oriented communication. These shortcomings contributed to sustained negative stakeholder attribution and public criticism throughout the crisis period. The study highlights the importance of aligning crisis communication practices with both theoretical prescriptions and institutional accountability expectations in managing public-sector crises.

Keywords: *Crisis Communication, SCCT, Stakeholder Attribution, Law Enforcement Insitution, Explanatory Case Study*