

## ABSTRACT

Natural disasters can cause a tourism crises. The impact is a decrease in the number of foreign tourist visits due to these natural disasters. The earthquake in Lombok that had a major impact on tourism activities. The Ministry of Tourism's Public Communication Bureau as public relations has an important role in handling the tourism crisis so that it does not have an impact on stakeholders and organizations. The research was to understand how the crisis communication of the Ministry of Tourism Public Relations in handling the tourism crisis due to the Lombok earthquake in 2018. The study used a descriptive qualitative approach, constructivist paradigm, case study method with focused in the tourism crisis due to the Lombok earthquake in 2018. The study using the concept of crisis management and crisis communication strategies, with pre-crisis stages (reduction- readiness), crisis (response) event and post crisis (recovery). Analysis of crisis communication strategies uses Attribution Theory (AT) and Situational Crisis Communication Theory (SCCT). The technique of collecting data uses interviews, observation and documentation. Data analysis techniques use Interactive analysis of Miles and Huberman. The results showed that pre-crisis public relations had preparedness and planning. In events crisis, public relations responded quickly with instructing information, adjusting information and reputation repairs then combined several strategies in the SCCT namely concern, justification, and compassion strategy. Recovery crisis through campaign 'Lombok Bangkit' that trauma healing, promotion, marketing and special events at unaffected destinations.

**Keywords:** *tourism, natural disaster, tourism crisis, public relations, crisis communication.*

## ABSTRAK

Bencana alam dapat menyebabkan timbulnya krisis kepariwisataan. Dampaknya terjadi penurunan jumlah kunjungan wisatawan mancanegara karena bencana alam tersebut. Gempa bumi Lombok berdampak besar pada aktifitas pariwisata. Biro Komunikasi Publik Kementerian Pariwisata sebagai humas mempunyai peran penting dalam menangani krisis kepariwisataan agar tidak berdampak bagi para stakeholder dan organisasi. Penelitian ini untuk memahami bagaimana komunikasi krisis yang dilakukan Humas Kementerian Pariwisata dalam menangani krisis kepariwisataan akibat gempa bumi Lombok tahun 2018. Penelitian menggunakan pendekatan kualitatif deskriptif, paradigm konstruktivis, metode studi kasus dengan fokus penelitian pada krisis kepariwisataan akibat gempa bumi Lombok tahun 2018. Penelitian menggunakan konsep manajemen krisis dan strategi komunikasi krisis, dengan tahapan *pre-crisis (reduction-readiness)*, *event crisis (response)* dan *post crisis (recovery)*. Analisis strategi komunikasi krisis menggunakan *Attribution Theory (AT)* dan *Situational Crisis Communication Theory (SCCT)*. Teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Teknik Analisis data menggunakan analisis Interaktif Miles dan Huberman. Hasil penelitian menunjukkan masa *pre-crisis* humas telah mempunyai kesiapan dan perencanaan. Di saat *event crisis*, humas merespons dengan cepat dengan informasi instruksi, informasi penyesuaian dan informasi reputasi repair serta memadukan beberapa strategi dalam SCCT yaitu strategi *concern, justification, dan compassion*. Terakhir di masa *post crisis (recovery)* melalui kampanye “Lombok Bangkit” dengan kegiatan trauma healing, promosi, pemasaran dan *special event*.

**Kata kunci** : *pariwisata, bencana alam, krisis kepariwisataan, humas, komunikasi krisis.*