



## IMPLEMENTATION OF CRISIS MANAGEMENT BY KMI TRUBUS IMAN PUBLIC RELATIONS IN FACING PUBLIC ISSUES

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### Abstract:

Public Relations (PR) plays a strategic role in maintaining and enhancing the image of an institution, especially in crisis situations that can affect public trust. This study aims to analyze the crisis management implementation by the PR team of KMI Trubus Iman in addressing public issues that have the potential to harm the institution's reputation. The research focuses on the strategies applied, the challenges faced, and the impact of crisis management on public image and trust. This research uses a qualitative approach with a descriptive method. Data were collected through in-depth interviews with the PR team, direct observation, and documentation related to the PR activities of KMI Trubus Iman. Data analysis was performed thematically to identify patterns and key findings. The results indicate that the PR team of KMI Trubus Iman has implemented several crisis management strategies, such as transparent communication management, the use of social media as a mitigation tool, and collaboration with community leaders in restoring the institution's image. However, there were several challenges, including a lack of competent human resources in the PR field, budget limitations, and challenges in handling the rapid spread of negative information in the digital era. Despite these challenges, the PR team's efforts were deemed effective in maintaining public trust in KMI Trubus Iman, as evidenced by the increased community participation in post-crisis school programs. This study concludes that effective crisis management implementation requires careful planning, strengthening human resource capacity, and utilizing information technology. Recommendations are made to improve the effectiveness of PR at KMI Trubus Iman, including specialized training in crisis management and the development of a digital issue monitoring system. The findings of this research are expected to serve as a reference for other educational institutions in managing crises and building public trust.

**Keywords:** *Crisis Management, Public Relations (PR), KMI Trubus Iman, Public Issues, Public Trust*

### INTRODUCTION

In the era of globalization and digitalization, educational institutions face challenges not only in improving academic quality but also in maintaining a positive image in the eyes of the public. As an educational institution with a vision to produce quality generations, KMI Trubus Iman is not immune to public scrutiny. In this context, the role of Public Relations (PR) becomes crucial,

particularly in handling issues that have the potential to affect the institution's image.

Public issues often arise suddenly, both internally and externally, such as complaints from parents, the spread of negative information on social media, or conflicts involving relevant parties. If these issues are not managed well, they can damage the institution's reputation and public trust. Therefore, an effective crisis management strategy is needed to identify, analyze, and respond to public issues quickly and accurately.

According to Dahlgren (2006), public participation is formed from an individual's emotional attachment to an object, which generates sustained attention and eventually triggers concrete actions. These actions are known as civic or public participation. Public participation can be categorized into two types: conventional and non-conventional. In the context of a democratic society, conventional public participation includes activities such as voting in elections, joining political parties, signing petitions, participating in demonstrations, or joining non-governmental organizations (NGOs). Meanwhile, non-conventional public participation refers more to the civic responsibility of citizens in non-political aspects. Examples include actions like supporting environmentally friendly products, boycotting excessive consumption practices, recycling, participating in environmental movements like Greenpeace, or signing and sharing digital petitions.

Crisis management is one of the strategic functions of PR in maintaining institutional image stability. Through a systematic approach, PR is responsible for developing mitigation measures, building transparent communication, and restoring public trust. At KMI Trubus Iman, the implementation of crisis management is an integral part of supporting the institution's continuity.

However, the implementation of crisis management by PR often faces various challenges, such as lack of internal coordination, limited resources, or the rapid spread of issues on social media. Therefore, it is important to examine the role of PR at KMI Trubus Iman in implementing crisis management and assess its effectiveness in handling public issues.

This study aims to evaluate the crisis management implementation carried out by the PR team at KMI Trubus Iman, focusing on the strategies used, the challenges faced, and the impact of these efforts on the institution's image and public trust. The findings are expected to provide practical recommendations for developing a more effective crisis management system, not only at KMI Trubus Iman but also for similar educational institutions.

Along with the advancement of technology and communication, public issues can now quickly spread through various digital platforms, including social media. Therefore, the role of PR becomes increasingly vital in maintaining the institution's positive image, particularly in facing crises that arise suddenly. In the context of education, the crises faced can take many forms, such as unpopular policy issues, incidents involving the academic community, or negative news that damages the institution's reputation.

PR at KMI Trubus Iman needs to have the ability to manage communication with various stakeholders, including students, parents, the media, and the wider community. One crucial aspect of crisis management is the speed and accuracy in responding to emerging issues. A delayed or inaccurate response can worsen the situation and damage relationships with the public. Therefore, the implementation of effective crisis management is expected to minimize negative impacts and quickly restore the institution's image.

However, in practice, the implementation of crisis management by PR at KMI Trubus Iman is not widely known or studied. There are still questions about how effective the strategies applied are in facing crises, and what challenges the PR team faces in handling developing issues. Therefore, it is important to conduct in-depth research on the crisis management implementation by PR at KMI Trubus Iman.

## **RESEARCH METHODS**

This research uses a descriptive qualitative approach. This approach was chosen to explore in depth the process of implementing crisis management by KMI Trubus Iman Public Relations, including the steps taken, communication strategies used, and their effectiveness in dealing with public issues. Research Location: Research will be carried out in the KMI Trubus Iman environment. Research Subjects: Main informants include: Head of Public Relations of KMI Trubus Iman, Public Relations Team who is directly involved in handling public issues. External parties, such as the local community or the media, who deal with public relations in the context of public issues.

To obtain valid and comprehensive data, this research uses several data collection techniques, namely: (1) In-depth Interviews, (2) Observation, (3) Documentation. This research uses a descriptive qualitative approach. This approach was chosen to explore in depth the process of implementing crisis management by KMI Trubus Iman Public Relations, including the steps taken, communication strategies used, and their effectiveness in dealing with public issues.

## **RESULTS AND DISCUSSION**

This research aims to analyze the implementation of crisis management carried out by KMI Trubus Iman Public Relations in dealing with public issues that have the potential to affect the image of the institution. Based on the findings, this discussion describes how crisis management was implemented, the strategies implemented, the obstacles faced, the impact on public trust, as well as recommendations for increasing the effectiveness of crisis management.

### **Implementation of Crisis Management**

The PR team at KMI Trubus Iman implements crisis management through a structured and systematic approach. The process begins with identifying issues that have the potential to escalate into a crisis, involving continuous monitoring of both internal and external environments. These issues may arise from various sources, such as complaints from parents, internal problems related to policies, or even the spread of negative information on social media. By identifying these issues early, the PR team can quickly determine whether the situation could develop into a larger crisis requiring immediate action.

Once the issue is identified, the next step is to conduct an impact analysis to understand the extent to which the crisis could affect the institution's reputation and public trust. At this stage, the PR team collaborates with the institution's leadership to formulate an appropriate handling strategy. This strategy involves drafting clear and transparent messages, as well as selecting the most effective communication channels to convey information to relevant internal and external stakeholders. Through this process, the PR team ensures that each action taken can mitigate the negative impact and provide constructive solutions to the issue at hand.

The Public Relations (PR) department of KMI Trubus Iman views crisis management as a crucial aspect in maintaining the reputation and trust of the community, including students, parents, and the general public. To address potential crises, the PR department has implemented a series of systematic and coordinated strategies to ensure a swift and effective response. One of the key approaches is the preventive strategy, which focuses on early detection. The PR team actively monitors emerging issues that could potentially escalate into a crisis, using both social media and mass media channels to identify threats that may harm the school's image. This routine monitoring ensures that the school can respond quickly if any issue begins to escalate.

Additionally, transparent communication plays a central role in the crisis management strategy at KMI Trubus Iman. When facing a crisis, it is crucial for the PR team to provide clear, accurate, and open information to all stakeholders, including the community, students, and parents. Through transparent communication, the PR team not only helps prevent the spread of misinformation but also works to rebuild public trust that may have been affected during the crisis. Honesty in revealing the situation at hand also demonstrates the school's commitment to maintaining integrity and credibility.

Moreover, the PR department at KMI Trubus Iman emphasizes internal collaboration among various organizational elements. Crisis management involves not only the PR team but also the school leadership, teachers, and administrative staff. By engaging all parts of the organization, the crisis response becomes more comprehensive and coordinated. Every member of the organization understands the steps that need to be taken, ensuring that the information provided to the public remains consistent and clear. This allows the organization to act faster and more effectively in addressing the crisis.

Once the crisis has been resolved, the focus shifts to reputation recovery. KMI Trubus Iman's PR department employs various methods to restore the image and trust of the community that may have been affected by the crisis. One approach involves launching positive campaigns across various media platforms that highlight the school's success in handling the situation. These campaigns aim to remind the public of the school's commitment to quality education, safety, and the well-being of students. Through this proactive approach, the PR department seeks to restore the institution's reputation and build stronger relationships with the community.

Overall, the crisis management strategies employed by KMI Trubus Iman's PR department emphasize the importance of preparedness, open communication, internal collaboration, and reputation recovery. By integrating these strategic elements, KMI Trubus Iman not only manages to overcome the crises it faces but also strengthens its position and positive image in the eyes of the public, ultimately reinforcing trust and enhancing the institution's competitive edge.

### **The Impact of Crisis Management Implementation on Public Trust**

The implementation of effective crisis management has a significant impact on public trust in an organization, including KMI Trubus Iman. When an institution can manage a crisis quickly, transparently, and effectively, public trust in the organization is maintained or even strengthened. As an educational institution, KMI Trubus Iman has the responsibility to ensure that any issues that arise are resolved without causing uncertainty or confusion among the public, students, and parents. When a crisis is well-managed, the public perceives the

institution as professional and trustworthy, capable of handling difficult situations. Public trust in an institution is largely influenced by how the institution communicates and manages the crises that occur. In the case of KMI Trubus Iman, a transparent and honest approach is a key element in building and maintaining positive relationships with the public. When the PR department at KMI Trubus Iman prioritizes clear communication about the actions taken during a crisis, the public feels more secure and valued. They know that the institution is not concealing information but instead providing accountable solutions.

The implementation of effective crisis management strategies also strengthens relationships with parents and the wider community. When parents and the public perceive that the school can manage problems swiftly and appropriately, they are more likely to trust and collaborate with the institution. This trust, in turn, solidifies long-term positive relationships between KMI Trubus Iman and its stakeholders, including parents, students, and the surrounding community. This is crucial for maintaining the institution's image as a place that cares about the well-being of all parties involved. Moreover, the trust built through effective crisis management can increase the number of new applicants to KMI Trubus Iman. Prospective students and parents who are considering enrolling their children at the institution tend to look for signs of stability and credibility. When they see that the school is capable of handling crises effectively, they feel more confident that the institution can provide a safe and supportive environment for their child's development. Therefore, effective crisis management can serve as a unique attraction that drives more new enrollments.

On the other hand, the opposite impact occurs if a crisis is not managed well. Failure to handle a crisis can undermine public trust in the institution and potentially damage its reputation built over the years. In such situations, the public and parents may begin to doubt the institution's ability to provide safe and quality education. The inability to manage a crisis can lead to negative perceptions that are difficult to repair and may result in a decrease in the number of new applicants and harm to public relations. Therefore, it is crucial for KMI Trubus Iman to continuously enhance its crisis management skills. Every crisis faced should be viewed as an opportunity to improve and strengthen the institution's reputation, not just a challenge. By employing the right communication strategies and involving all organizational elements in problem-solving, KMI Trubus Iman can not only maintain public trust but also solidify its position as a credible and trustworthy educational institution.

Overall, the impact of effective crisis management implementation on public trust is significant. Successfully managing a crisis not only affects the institution's reputation but also strengthens relationships with the community and increases the institution's appeal to prospective students and parents. Conversely, poor crisis management can result in substantial damage to the institution's image and public trust that is difficult to restore. Therefore, good crisis management becomes one of the key pillars in maintaining and building public trust in KMI Trubus Iman.

## **CONCLUSION**

Crisis management by KMI Trubus Iman Public Relations is a strategic and structured process for dealing with public issues that have the potential to affect the institution's image. Implementation of crisis management is carried out

through issue identification, impact analysis, formulation of strategic steps, and transparent communication with related parties. Public Relations also implements preventive strategies, internal collaboration and reputation restoration to maintain institutional stability during a crisis.

However, the implementation of crisis management faces several obstacles, such as limited resources, difficulty responding to sudden issues, and a lack of public understanding of the situation. This obstacle can be overcome through training the public relations team, using issue monitoring technology, and strengthening relations with the media.

Implementing effective crisis management has been proven to have a positive impact on public trust. With good handling, KMI Trubus Iman Public Relations succeeded in building a professional and trustworthy image of the institution, thus increasing public trust, strengthening relationships with stakeholders, and maintaining the sustainability of the institution.

To increase the effectiveness of crisis management in the future, it is recommended that KMI Trubus Iman Public Relations develop standard operational procedures (SOP), optimize technology, and carry out regular evaluations of crisis handling. With this step, institutions can be better prepared to face the challenges of complex public issues while maintaining public trust in a sustainable manner.

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