

ABSTRAK

Permasalahan kerusakan infrastruktur jalan di Kabupaten Purbalingga menjadi perhatian publik karena berdampak pada mobilitas, keselamatan pengguna jalan, dan aktivitas ekonomi masyarakat. Kondisi ini tidak hanya dipandang sebagai persoalan teknis pembangunan, tetapi juga berkembang menjadi krisis yang memengaruhi persepsi dan kepercayaan masyarakat terhadap pemerintah daerah. Penelitian ini bertujuan menganalisis komunikasi krisis Pemerintah Kabupaten Purbalingga dalam menangani isu jalan rusak berdasarkan perspektif *Situational Crisis Communication Theory* (SCCT) oleh Timothy Coombs. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi. Informan terdiri atas Kepala Bagian Protokol dan Komunikasi Pimpinan (Prokompim), Pranata Humas Ahli Muda, serta masyarakat yang terdampak langsung. Analisis dilakukan berdasarkan lima asumsi SCCT, yaitu persepsi publik, atribusi tanggung jawab, strategi berbasis situasi, perlindungan *stakeholder*, dan dampak komunikasi. Hasil penelitian menunjukkan bahwa masyarakat menganggap kerusakan jalan sebagai krisis yang berdampak besar terhadap keselamatan dan aktivitas sehari-hari serta mengatribusikan tanggung jawab kepada pemerintah daerah. Pemerintah merespons melalui penyampaian informasi, klarifikasi, publikasi perkembangan perbaikan, dan pemanfaatan media sosial sebagai sarana komunikasi serta pengaduan masyarakat. Meskipun komunikasi krisis dinilai mampu meningkatkan pemahaman publik, efektivitasnya masih bergantung pada kecepatan penanganan dan konsistensi tindak lanjut terhadap permasalahan jalan rusak.

Kata kunci: Komunikasi Krisis, SCCT, Jalan Rusak, Prokompim, Pemerintah Kabupaten Purbalingga.

ABSTRACT

The issue of damaged road infrastructure in Purbalingga Regency has become a public concern due to its direct impact on community mobility, road safety, and economic activities. This condition is not only viewed as a technical development problem but has also developed into a crisis that affects public perception and trust in the local government. This study aims to analyze the crisis communication efforts of the Purbalingga Regency Government in addressing road damage issues from the perspective of the Situational Crisis Communication Theory (SCCT) proposed by Timothy Coombs. This research employs a descriptive qualitative method with data collected through observation, in-depth interviews, and documentation. The research informants consist of the Head of the Protocol and Leadership Communication Division (Prokompim), Junior Public Relations Officer, and community members directly affected by road damage. The analysis is based on five SCCT assumptions: public perception, responsibility attribution, situation-based strategies, stakeholder protection, and communication impact. The findings indicate that the public perceives road damage as a crisis that significantly affects safety and daily activities, while responsibility is largely attributed to the local government. The government responds through information dissemination, clarification, publication of repair progress, and the use of social media as communication and public complaint channels. Although crisis communication has improved public understanding, its effectiveness still depends on the speed of response and consistency in addressing road damage issues.

Keywords: Crisis Communication, SCCT, Damaged Roads, Prokompim, Purbalingga Regency Government.