

ABSTRAK

Penelitian ini membahas strategi komunikasi krisis yang digunakan oleh pengelola wisata Curug Gemawang setelah terjadi insiden tenggelam wisatawan, yang berdampak pada penurunan citra dan jumlah pengunjung secara signifikan. Penelitian ini menggunakan pendekatan kualitatif dengan mengacu pada teori *Situational Crisis Communication Theory* (SCCT). Peneliti menganalisis respons pengelola melalui lima strategi, yaitu *Deny*, *Diminish*, *Rebuild*, *Secondary*, dan *Bolstering*. Data dikumpulkan melalui wawancara mendalam dengan pengelola, pemerintah desa, dan wisatawan, serta melalui observasi dan dokumentasi. Temuan penelitian menunjukkan bahwa pengelola menerapkan kelima strategi SCCT secara bersamaan. Dalam strategi *Deny*, pengelola menyatakan bahwa insiden terjadi di luar kendali mereka. Untuk strategi *Diminish*, mereka memberikan penjelasan bahwa kejadian tersebut merupakan kecelakaan yang tidak terduga. Strategi *Rebuild* terlihat dari perbaikan Standar Operasional Prosedur (SOP) dan peningkatan fasilitas pengelolaan wisata. Sementara itu, strategi *Secondary* dan *Bolstering* diterapkan melalui sosialisasi keselamatan dan promosi positif melalui media sosial. Namun, meskipun telah diterapkan, hasilnya dinilai tidak konsisten oleh sebagian wisatawan, menunjukkan adanya ketidaksesuaian antara kebijakan yang dibuat dan pelaksanaannya di lapangan.

Kata kunci: Strategi Komunikasi Krisis, *Situational Crisis Communication Theory* (SCCT), Wisata Curug Gemawang, Citra Wisata, Manajemen Krisis.

ABSTRACT

This study discusses the crisis communication strategies used by the management of Curug Gemawang tourism site following a drowning incident involving a tourist, which significantly affected the site's public image and visitor numbers. The research employs a qualitative approach, guided by the Situational Crisis Communication Theory (SCCT). The researcher analyzes the management's responses through five strategies: Deny, Diminish, Rebuild, Secondary, and Bolstering. Data were collected through in-depth interviews with site managers, village officials, and tourists, as well as through observation and documentation. The research findings indicate that the management implemented all five SCCT strategies simultaneously. In the Deny strategy, the management stated that the incident occurred beyond their control. For the Diminish strategy, they explained that the event was an unexpected accident. The Rebuild strategy was reflected in the improvement of Standard Operating Procedures (SOP) and enhancement of tourism management facilities. Meanwhile, the Secondary and Bolstering strategies were applied through safety socialization efforts and positive promotions via social media. However, despite the implementation of these strategies, the results were deemed inconsistent by some visitors, indicating a discrepancy between the formulated policies and their actual execution in the field.

Keywords: Crisis Communication Strategy, Situational Crisis Communication Theory (SCCT), Curug Gemawang Tourism, Destination Image, Crisis Management