

**MANAJEMEN KOMUNIKASI KRISIS
DI KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
(Studi Kasus: Penggunaan Obat Sirup Penyebab Gangguan
Ginjal Akut, Progresif, Atipikal (GGAPA) pada Anak Indonesia)**

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Abstrak

Krisis di Kementerian Kesehatan Republik Indonesia (Kemenkes RI) terkait penggunaan obat sirup penyebab Gangguan Ginjal Akut, Progresif, Atipikal (GGAPA) pada anak merupakan kasus pertama terjadi di Indonesia, yang hingga saat ini dampaknya masih berkelanjutan dan perlu dilakukan penanganan penyelesaiannya lebih lanjut. Tujuan penelitian untuk mengkaji dan menganalisis manajemen komunikasi krisis dan penggunaan media monitoring dalam proses manajemen komunikasi krisis Kemenkes RI terkait penggunaan Obat Sirup Penyebab GGAPA pada anak di Indonesia. Teori yang digunakan *Situational Crisis Communication Theory*, yakni menguraikan respon publik terhadap krisis dan strategi yang dilakukan oleh praktisi hubungan masyarakat, sebagai antisipasi respons publik terhadap krisis yang dapat mengancam reputasi pemerintah. Metode penelitian yang digunakan kualitatif dengan pendekatan studi kasus. Teknik pengumpulan datanya menggunakan wawancara semi terstruktur dan dokumentasi, menggunakan *purposive sampling* dalam pengambilan sampel sumber data. Hasil penelitian menunjukkan, manajemen komunikasi krisis oleh Kemenkes RI dalam penanganan kasus GGAPA dilakukan dengan 3 (tiga) tahap yaitu pra krisis, krisis, pasca krisis. Berdasarkan tanggung jawabnya krisis yang terjadi masuk *preventable cluster*, sementara untuk respon Kemenkes terhadap krisis ini *denial* dan *rebuild*. Strategi komunikasi krisisnya mengeluarkan Surat Edaran dan Keputusan yang berisi penanganan kasus GGAPA, media monitoring disemua media massa dan social (memantau perkembangan isu, analisis sentiment) serta pemulihan reputasi (pemberian obat antidot secara gratis dan pemberian santunan). Perlu tindakan dan koordinasi yang cepat dan tepat antara Kemenkes RI, BPOM, Perusahaan Farmasi terkait dan masyarakat dalam penanganan kasus GGAPA sebagai upaya mencegah timbulnya penyakit ataupun meningkatnya jumlah korban.

Kata kunci : *Gangguan ginjal akut, Kementerian Kesehatan, Manajemen Komunikasi Krisis.*

**CRISIS COMMUNICATION MANAGEMENT AT THE
MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA
(Case Study: The Use of Syrup Medication Causing Acute,
Progressive, Atypical Kidney Failure (GGAPA) in Indonesian
Children)**

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Abstract

The crisis at the Ministry of Health of the Republic of Indonesia (Kemenkes RI) regarding the use of syrup medication that causes Acute, Progressive, Atypical Kidney Disorders (GGAPA) in children is the first case that has occurred in Indonesia, the impact of which is still ongoing and requires further resolution. The aim of the research is to examine and analyze crisis communication management and the use of monitoring media in the Indonesian Ministry of Health's crisis communication management process regarding the use of Syrup Medication that Causes ADD in children in Indonesia. The theory used is Situational Crisis Communication Theory, which describes the public's response to a crisis and the strategies carried out by public relations practitioners, in anticipation of the public's response to a crisis that could threaten the government's reputation. The research method used is qualitative with a case study approach. The data collection technique uses semi-structured interviews and documentation, using purposive sampling in sampling data sources. The research results show that crisis communication management by the Indonesian Ministry of Health in handling GGAPA cases is carried out in 3 (three) stages, namely pre-crisis, crisis, and post-crisis. Based on its responsibility, the crisis that occurred was included in the preventable cluster, while the Ministry of Health's response to this crisis was denial and rebuild. The crisis communication strategy is to issue circulars and decisions containing handling of GGAPA cases, media monitoring in all mass and social media (monitoring issue developments, sentiment analysis) and reputation restoration (purchasing antidotes and providing compensation). There is still a need for fast and precise action and coordination between the Indonesian Ministry of Health, BPOM, related pharmaceutical companies and the community in handling GGAPA cases as an effort to prevent the emergence of disease or an increase in the number of victims.

*Key words : Acute kidney disorders, Crisis Communication Management,
Ministry of Health*