

**STRATEGI KOMUNIKASI KRISIS PT BUMI RESOURCES
MINERALS TBK DALAM PENGELOLAAN PERTAMBANGAN
(Studi Kasus Pengelolaan Konflik Tambang Tanpa Izin (PETI)
di Poboya, Palu, Sulawesi Tengah)**

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ABSTRAK

Konflik pertambangan tanpa izin (PETI) di Poboya, Palu, Sulawesi Tengah, merupakan krisis sosial-lingkungan yang berlangsung lama dan berimplikasi pada legitimasi, reputasi, serta relasi operasional PT Bumi Resources Minerals Tbk (BRMS) melalui anak perusahaannya, PT Citra Palu Minerals (CPM). Penelitian ini bertujuan menganalisis strategi komunikasi krisis BRMS/CPM dalam mengidentifikasi, merespons, memulihkan, dan mengevaluasi pengelolaan konflik PETI di Poboya. Penelitian menggunakan paradigma konstruktivisme, pendekatan kualitatif, dan desain studi kasus dengan kerangka *Situational Crisis Communication Theory (SCCT)* Timothy W. Coombs. Data dikumpulkan melalui wawancara dengan informan kunci, meliputi unsur korporasi, pelaksana program lapangan, tokoh/media lokal, serta telaah dokumen perusahaan, pemberitaan media, dan sumber sekunder relevan. Hasil penelitian menunjukkan bahwa krisis PETI Poboya tidak dapat dibaca sebagai kategori krisis tunggal, melainkan sebagai *contested crisis classification*. Publik cenderung mengatribusikan krisis ke arah *preventable cluster* karena perusahaan dipersepsikan memiliki kapasitas pengawasan atas wilayah konsesi, sedangkan perusahaan membingkai posisinya mendekati *accidental* atau *victim cluster* karena bukan pelaku PETI. Strategi respons yang dijalankan bersifat *hybrid*, yaitu menggabungkan klarifikasi legalitas operasi, penguatan komitmen keberlanjutan, komunikasi lapangan, serta program PPM/CSR. Meskipun strategi dialog langsung membantu meredam eskalasi di tingkat lokal, media monitoring yang masih manual dan reaktif memperlambat respons publik perusahaan. Penelitian ini berkontribusi memperluas pembacaan SCCT pada krisis sosial-lingkungan yang berulang di sektor pertambangan, terutama ketika atribusi tanggung jawab atas krisis menjadi arena konstruksi sosial yang diperebutkan oleh perusahaan, masyarakat, media, dan regulator.

Kata Kunci: Komunikasi Krisis, SCCT, PETI Poboya, Konstruktivisme, Studi Kasus, Pertambangan

**CRISIS COMMUNICATION STRATEGY OF PT BUMI RESOURCES
MINERALS TBK IN MINING MANAGEMENT**

*(A Case Study on the Management of Illegal Mining (PETI) Conflict in Poboya, Palu,
Central Sulawesi)*

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ABSTRACT

Illegal mining (PETI) in Poboya, Palu, Central Sulawesi, represents a prolonged socio-environmental crisis with implications for the legitimacy, reputation, and operational relations of PT Bumi Resources Minerals Tbk (BRMS) through its subsidiary, PT Citra Palu Minerals (CPM). This study aims to analyze BRMS/CPM's crisis communication strategy in identifying, responding to, recovering from, and evaluating the management of the PETI conflict in Poboya. The study adopts a constructivist paradigm, a qualitative approach, and a case study design, using Timothy W. Coombs' Situational Crisis Communication Theory (SCCT) as the analytical framework. Data were collected through interviews with key informants—including corporate representatives, field program implementers, and local figures or media—as well as through a review of company documents, media reports, and relevant secondary sources. The findings indicate that the Poboya PETI crisis cannot be understood as a single fixed crisis category but rather as a contested crisis classification. Public stakeholders tend to attribute the crisis to the preventable cluster because the company is perceived to have monitoring capacity over its concession area, whereas the company frames its position closer to the accidental or victim cluster because it is not the perpetrator of illegal mining. The company's response strategy is hybrid, combining operational legality clarification, reinforcement of sustainability commitments, field-based communication, and community development/CSR programs. Although direct dialogue helped reduce escalation at the local level, manual and reactive media monitoring slowed the company's public response. This study extends the application of Situational Crisis Communication Theory (SCCT) to recurring socio-environmental crises in the mining sector by demonstrating that the attribution of crisis responsibility is not a fixed or objective condition but rather a contested social-construction process negotiated among corporations, local communities, the media, and regulatory authorities.

Keywords: *Crisis Communication, SCCT, Poboya Illegal Mining, Constructivism, Case Study, Mining*