

# THE ACEH TAMIANG REGENCY GOVERNMENT'S PUBLIC RELATIONS CRISIS COMMUNICATION STRATEGY FOR RESTORING ITS PUBLIC IMAGE FOLLOWING THE FLOOD DISASTER

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## ABSTRACT

This study aims to analyze the crisis communication strategies implemented by the Public Relations Office of the Aceh Tamiang Regency Government in restoring its public image following the 2025 flood disaster. The hydrometeorological disaster caused physical damage, communication disruptions, and a crisis of public trust in the local government due to delays in aid distribution and a lack of information provided to the public. This study employs a descriptive qualitative approach using the Situational Crisis Communication Theory (SCCT) as its analytical framework. Research data were collected through in-depth interviews, observations, and documentation of the communication activities of the Aceh Tamiang Regency Government's Public Relations Office. Research informants consisted of the Head of the Public Relations Division and disaster-affected residents selected using purposive sampling. Data analysis employed the Miles and Huberman model through data reduction, data presentation, and drawing conclusions. The results indicate that the Public Relations Office of the Aceh Tamiang Regency Government implemented crisis communication strategies specifically the diminish strategy, rebuild strategy, and bolstering strategy through information clarification, the use of social media, the establishment of a media center, and the publication of recovery efforts and humanitarian aid activities. These strategies have helped rebuild public trust, although challenges remain, such as limited communication networks and public dissatisfaction with the distribution of aid.

**Keywords:** Crisis Communication, Government Public Relations, Public Image, Flood Disaster, SCCT



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## 1. INTRODUCTION

Aceh Tamiang is a regency located on the island of Sumatra that is vulnerable to hydrometeorological disasters. In November 2025, Aceh Tamiang experienced a severe hydrometeorological disaster caused by heavy rain that lasted for one week straight. A natural disaster is an event caused by biological, hydrometeorological, or geophysical phenomena that is too large to be managed by the community and existing systems. Such conditions require an organized response and cross-sectoral mitigation planning to minimize impacts and accelerate social recovery (Agustina et al., 2026).

Based on data compiled from the Hydrometeorological Disaster Emergency Response Command Post of the Senyar Tropical Forestry Service in Aceh Tamiang Regency, as of April 7, 2026, this disaster has affected 209 villages out of a total of 216 villages spread across 12 subdistricts. A total of 58,233 households have been affected. In addition, the extent of damage to homes includes 32,551 units with minor damage, 15,397 units with moderate damage, and 10,275 units with severe damage (Pusdatin, 2026). The damage was not limited to residential areas and government offices but also extended to healthcare facilities, places of worship, and educational institutions, all of which collectively disrupted the community's social and economic activities.

In addition to the physical impact, this disaster also caused serious disruptions to communication systems. The loss of internet access prevented people from connecting with one another and hindered the search and rescue teams' assessment efforts as well as interagency coordination. This situation led to misunderstandings between the public and the local government, and fostered negative perceptions regarding the performance of the government under the current regent's leadership in securing emergency relief. Official data recorded 101 fatalities, 18 injuries, and hundreds of displaced residents, with significant damage to

infrastructure. Meanwhile, 192 healthcare facilities, 724 places of worship, and 543 educational institutions were affected, each meeting specific criteria (Pusdatin, 2026).

Currently, Aceh Tamiang has entered a transitional phase of recovery. Various recovery efforts are ongoing, including the distribution of stimulus aid for home repairs and other forms of social assistance. However, there are obstacles in the distribution process because all procedures must go through the central government. The public perceives the aid as unevenly distributed, not based on actual conditions, and even slow to arrive. This has naturally caused unrest among the public, particularly on social media. The public is beginning to lose trust in the local government.

In a situation like this, such disruptions can be classified as a crisis. A crisis, according to Coombs (2007) in (Yasmin, 2019), merupakan bahaya besar bagi operasi suatu perusahaan yang dapat merusak reputasinya. Untuk For the government to effectively manage its response to public complaints and dissatisfaction, crisis communication is essential. To keep the public calm and prevent them from being misled by false information, timely, accurate, and transparent information about the causes and handling of the crisis must be disseminated through social media, official websites, and other channels. The role of public relations is crucial for effective crisis communication. To maintain good relations between a company and the public, public relations professionals are responsible for conveying verified information to the public and addressing complaints. Howard Bonham (Novianti et al., 2021) Public relations is an effort to build public trust by enhancing public understanding. In a crisis, public relations serves as a vital strategic link for shaping public perception and safeguarding the company's reputation.

The Public Relations Office of the Aceh Tamiang Regency Government continues to carry out media relations activities, including updating information regarding the floods, informing the public about the aid distribution process, and providing updates on the leadership's activities in support of the recovery efforts. The objective of the media relations efforts by the Public Relations Office of the Aceh Tamiang Regency Government is to address one aspect of crisis communication. Government public relations offices have carried out numerous media relations activities for various purposes, one of which relates to image management, given the mass media's crucial role in shaping public perception and assisting public relations offices in achieving their objectives.

This is because, fundamentally, communication is a core aspect of human life that continues to evolve alongside advances in digital technology. Communication is the process of exchanging information, ideas, and emotions between individuals or groups (Purworini, 2019). The purpose of this study is to identify the crisis communication strategies employed by the Public Relations Office of the Aceh Tamiang Regency Government to improve the public's perception of its leadership in the aftermath of the flood disaster.

## 2. DISCUSSION

Communication strategy is a combination of communication management and communication planning that is carried out systematically to achieve specific objectives. is carried out systematically to achieve specific objectives (Effendy, 2008). Anwar Arifin states that to be effective, a communication strategy must take into account both current and future circumstances and scenarios. A communication strategy must demonstrate how it will be implemented, meaning that the methods may vary depending on the situation. In striving to achieve predetermined objectives, a strategy serves not merely as a guideline but must also include operational tactics that support its execution. To achieve the desired communication objectives, the communicator must first develop a communication strategy.

Crisis management focuses on an organization's efforts to address and control the actual conditions that arise during a crisis. Thus, crisis communication is how an organization manages these realities. In other words, crisis communication is closely tied to specific public perceptions and opinions (Fink, 2013). Effective crisis communication aims to align public perceptions with current realities when a crisis is successfully managed. It is clear from currently available case studies that maintaining a company's reputation requires effective crisis management. A damaged reputation can have serious consequences, such as a decline in public trust in local government, which ultimately jeopardizes regional stability.

According to the Asian Disaster Reduction Center (2003), a disaster is a major disruption to society that results in significant losses to people, property, and the environment when its impact exceeds humanity's ability to manage available resources (Srihandayani, 2020). Coburn, A. W. et al. 1994, in UNDP: A disaster is defined as an event or series of events that results in an increase in the number of casualties, damage, or loss of property, infrastructure, vital services, or livelihoods on a scale that exceeds normal capacity. Disasters are generally described as events or incidents that damage infrastructure and social institutions and disrupt the continuity of community life (Wekke, 2021).

A disaster is defined by Law No. 24 of 2007 as an event or series of events that endanger and disrupt people's lives and livelihoods, resulting in loss of life, environmental damage, loss of property, and psychological impacts, and caused by natural or non-natural factors.

Flooding is defined as water overflowing beyond the drainage capacity of an area and causing physical, social, and financial damage; this is referred to as a flood. When a body of water overflows its designated channels and floods the surrounding area, it poses a seasonal hazard. The most common natural disaster, with the greatest negative impact on communities and the economy (Setiawan, 2022).

According to Timothy W. Coombs and Holladay S.J., SCCT is a way to maximize and restore a company's reputation through post-crisis communication. (Dini, 2025). Situational Crisis Communication Theory (SCCT) provides a communication framework that enables organizations in this case, local governments to understand and anticipate public perceptions of the reputation of an institution facing a crisis, as well as to determine appropriate communication strategies aimed at restoring its public image. In this study, SCCT is used as an analytical framework to examine how the Public Relations Office of the Aceh Tamiang Regency Government responded to the crisis and rebuilt its public image in the aftermath of the flood disaster.

### 3. RESEARCH METHODS

This study employs a descriptive approach combined with qualitative methods. This approach is used to gain a deeper understanding of the crisis communication strategies implemented by the Aceh Tamiang Government's Public Relations Office in its efforts to restore its public image following the floods. The descriptive qualitative research method is an approach used to describe real-world conditions in a structured and accurate manner (Danim, 2002).

The qualitative approach is used to understand social phenomena contextually and to investigate the significance, mechanisms, and dynamics of communication occurring in the field. This study was conducted in Aceh Tamiang Regency, focusing on the Public Relations Office of the Aceh Tamiang Regency Government as the primary actor in public communication management. The research was carried out during the period following the 2025 hydrometeorological disaster through the transitional recovery phase in 2026.

According to Creswell (2007), as cited in Adlin (2020), accurate and comprehensive data can be obtained through interviews, observation, and documentation. This study conducted in-depth interviews to gather complete data regarding the Crisis Communication Strategies implemented by the Public Relations Office. Observations were made by monitoring the communication activities carried out by the Public Relations Office, particularly in conveying information through mass media and social media. Documentation was conducted by collecting various relevant documents such as official government press releases, activity reports, and social media content related to crisis management and public image restoration. Informants were selected using purposive sampling based on their involvement in and proximity to the public relations activities of the Aceh Tamiang government, namely Azwanil Fakhri (Head of the Public Relations Office) and Andi (a member of the disaster-affected community).

The data analysis techniques used in this study involved direct interaction between the researcher and the research subjects, as described in the model proposed by Miles and Huberman in (Qomaruddin, 2024) Specifically, through data reduction, the researcher selected and focused the interview results on information related to the government's communication response during the crisis, such as the dissemination of information to the public, the management of negative issues, communication challenges resulting from the disaster, and efforts to restore the government's image. This method was applied to identify, group, and classify data obtained from interviews, observations, and documentation in accordance with the research focus, namely the crisis communication strategies implemented by the Public Relations Office of Aceh Tamiang Regency in restoring its public image following the flood disaster (Virginia et al., 2025).

Second, data presentation, which involves organizing the data into a systematic descriptive narrative based on the research themes. The data is presented to provide a comprehensive picture of the crisis conditions that occurred, the communication strategies implemented by the Public Relations department, and the dynamics of the public's response to those communications.

Third, drawing conclusions and verification, which is the process of interpreting the data by relating the research findings to SCCT theory. In this stage, the researcher analyzes the communication strategies implemented by the Public Relations department and categorizes them into crisis strategies such as the diminish strategy, rebuild strategy, and bolstering strategy. A descriptive qualitative approach was used, drawing on the Situational Crisis Communication Theory (SCCT) framework proposed by Coombs.

This analysis was conducted to understand how crisis communication strategies are designed and implemented by public relations officials in responding to crises, managing public perception, and rebuilding public trust. The researcher analyzed various aspects of communication, such as the messages conveyed, the media used (mass media and social media), the communication actors (government public relations officials), and the public's response to the information provided (Adlin, 2020).

### 4. RESULTS OF RESEARCH AND DISCUSSION

This study analyzes the crisis communication strategies implemented by the Public Relations Office of the Aceh Tamiang Regency Government in restoring its public image following the flood disaster. Data were

collected through interviews and social media observations. Based on the author’s research findings, the crisis communication strategies implemented by the Public Relations Office of the Aceh Tamiang Regency Government exhibit a general pattern as shown in the table below:

**Table 1: Crisis Communication Strategy of the Aceh Tamiang Regency Government’s Public Relations Office**

Agency	Type of Negative Issue	Strategies Implemented	Results
Aceh Tamiang Regency Government Public Relations Office	Delays in post-flood aid and public criticism	1. Open clarification on social media. 2. Establishment of a Media Center.	Information was more targeted, and the public received official information

Based on the table, it can be seen that the Aceh Tamiang government’s public relations office employs open and rapid-response communication strategies in dealing with information crises. Open clarifications via social media are provided to give the public accurate information while reducing the spread of misinformation. The use of social media has become an important tool in fostering two-way communication between the government and the public during times of crisis. A media center was established to serve as a hub for coordinating information during the flood response.

The research findings indicate that the crisis communication strategies implemented had a positive impact on the process of restoring the local government’s image. Transparency, openness, and public response were key factors in rebuilding public trust following the floods. The hydrometeorological disaster that struck Aceh Tamiang in late 2025 had a significant impact on people’s lives. The researchers’ findings, based on the local government’s public relations account, indicate that starting on November 25, 2025, On November 26, 2025, the Regent of Aceh Tamiang, Inspector General of Police (Ret.) Drs. Armia Pahmi, MH, declared a “State of Emergency.” This decision was based on the Regent’s and his team’s on-site inspections of several areas, as well as reports from district heads regarding the potential risks of flooding, landslides, and levee breaches due to predicted rainfall.

A week of heavy rainfall caused flooding that submerged 209 villages across 12 subdistricts. According to 2026 data from the Aceh Tamiang Regional Disaster Management Agency (BPBD), 58,233 households were affected, with tens of thousands of homes sustaining damage ranging from minor to moderate to severe (Pusdatin, 2026). In addition to physical damage, this disaster also disrupted social, economic, educational, and public health services.

Based on research observations, these conditions led to a communication crisis within the community. The disruption of internet access and limited communication networks hindered the dissemination of information regarding evacuation procedures and the distribution of aid. Consequently, various complaints arose from the public against the local government, which was perceived as slow in addressing the post-disaster situation. A crisis can threaten an organization’s reputation if it is not managed through appropriate and transparent communication (Yasmin, 2019). In this situation, communication limitations make it easier for the public to form negative perceptions of the local government due to the lack of official information received during the crisis.

An interview conducted by the author with Azwanil Fakhri, Head of Public Relations for the Aceh Tamiang Regency Government, revealed that disrupted communication networks were one of the main obstacles to conveying information to the public during the emergency response period.

*“In the aftermath of the flood, electricity and communication networks were largely not yet fully operational, making it difficult for the public to obtain information. We also faced challenges finding a signal to send information regarding leadership activities as well as updates from the field” (Interview, February 14, 2026).*



Figure 1. Flooding and Power Outages in Affected Areas of Aceh Tamiang (Source: Researcher's Documentation, 2026).

Based on the researchers' findings on the Regency Government's Public Relations Facebook account during the second month of the recovery transition period, various criticisms emerged from the public regarding the slow distribution of home repair assistance. Based on an interview with Andi, a resident affected by the floods, some residents believe that the aid verification process does not reflect the actual extent of damage to their homes. Many residents whose homes were affected by the floods were instead deemed "Not Meeting Criteria" (TMK) during the verification stage for aid from the central government.

*"Many people are disappointed because their homes, which were damaged by the flood, were deemed 'Not Meeting Criteria' (TMK) during the verification process. To receive assistance, there are many requirements that do not match the actual condition of their homes. People are confused because their homes are indeed damaged."* (Interview, February 13, 2026).

This is because the central government's damage assessment standards are considered incompatible with the characteristics of homes in Aceh Tamiang, the majority of which are made of wood and built on stilts. This situation has caused disappointment and fueled negative perceptions toward the local government. Consequently, it has led to public demonstrations against the local government. Based on the researcher's observations of the Facebook account of the Aceh Tamiang Regency Secretariat's Public Relations Office, various comments from the public were found questioning the transparency of the data on aid recipients and the slow process of distributing housing assistance. This public criticism escalated into a communication crisis that affected the local government's image.

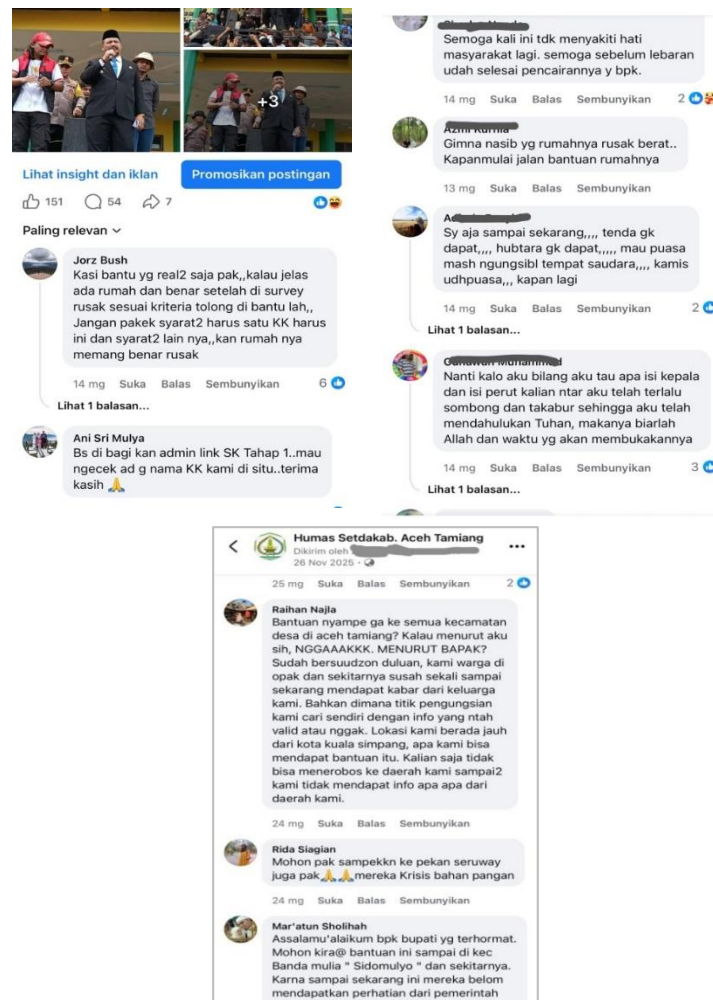


Figure 2. Critical Comments from the Public Regarding the Demonstration on the Facebook Page of the Aceh Tamiang Regency Government's Public Relations Office (Source: Researcher's Documentation, 2026).

Based on an interview with Azwanil Fakhri, S.ST, M.I. Kom, Head of Public Relations for the Aceh Tamiang Regency Government, the local government has been striving to openly share information with the

public regarding the flood response process from the outset and the distribution of post-disaster aid. This information is disseminated through the local government's official social media channels and government press releases.

*"The local government continues to provide information to the public regarding the flood response and relief efforts. We also explain that some forms of aid fall under the central government's authority, so the process requires verification and validation by the relevant ministries and the National Disaster Management Agency (BNPB)." (Interview, February 20, 2026).*

Based on the researchers' observations of the official Instagram and Facebook accounts of the Aceh Tamiang Regency Government, the local government's public relations office actively posted information regarding flood conditions, aid distribution, coordination meetings, and the activities of local leaders in flood-affected areas. The public relations office also routinely provided explanations regarding the mechanisms of central government assistance, such as economic aid, livelihood support, household furniture assistance, and housing assistance.

The researcher found that many members of the public voiced criticism in the comments section of the local government's Facebook page. However, the Aceh Tamiang Regency government's public relations office consistently responded to the public in a polite, empathetic, and informative manner. In addition to providing clarifications in their posts, the Public Relations Office also encouraged the public to show mutual understanding regarding the post-disaster recovery process and to continue following official information from the local government. The government's Public Relations Office plays a crucial role in mitigating the impact of negative comments regarding local leaders. Prompt and transparent responses can help restore public trust. This strategy helps maintain constructive public communication amid increasing social pressure in the aftermath of a disaster. (Irhamdhika et al., 2025).

Government communication plays a very important role in the execution of various governmental tasks. Through effective communication, the government and the public are able to foster a shared understanding by conveying information that is clear and easy for the public to understand (Chaniago et al., 2025).

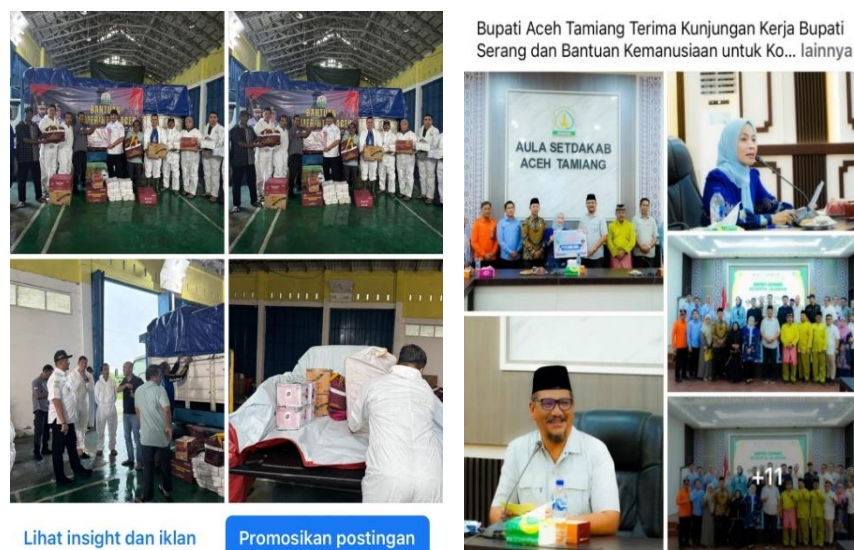


Figure 3. Distribution of Logistical Aid During the Disaster Emergency Response and in the Aftermath of the Flood (Source: Researcher's Documentation, 2026).

Social media served as the primary channel for crisis communication used by the Aceh Tamiang Regency Government during the emergency response and post-disaster recovery phases. Based on the findings of this study, Facebook and Instagram accounts were used to convey updates on flood conditions, disaster response activities, aid distribution, and information regarding the activities of local leaders. The researchers found that social media was not only used as a medium for disseminating information but also served as a space for interaction between the government and the public. Various public comments on government posts indicate that social media has become the primary channel for the public to voice their aspirations and criticisms toward the local government.

According to Effendy, communication media play a crucial role in shaping public perception of an organization. In this study, the local government's use of social media demonstrates an effort to maintain communication with the public amid increasing social pressure in the aftermath of the disaster. (Effendy, 2008).

Based on the results of in-depth interviews regarding the analysis of communication strategies according to SCCT theory, it was found through interviews with informants and observations of the official social media accounts of the Aceh Tamiang Regency Government that the Public Relations Office of the Aceh Tamiang Regency Government implemented several strategies outlined in the Situational Crisis Communication Theory (SCCT) proposed by Timothy W. Coombs. These crisis communication strategies, used in response to public criticism regarding the handling of floods and delays in the distribution of post-disaster aid, are: diminish, rebuild, and bolstering (Muadz et al, 2025). First, the local government implemented a “diminish” strategy by providing clarifications regarding delays in aid and the central government’s aid verification mechanisms. This strategy was carried out to reduce the public’s negative perceptions of the local government. Second, the local government implemented a “rebuild” strategy by publicizing post-disaster recovery efforts, aid coordination, and the activities of local leaders in the field. These strategies demonstrate the local government’s efforts to rebuild public trust. Third, the local government also implemented a bolstering strategy by publicizing social initiatives, humanitarian aid, and collaborations with NGOs and humanitarian volunteers. According to Coombs (2007), the bolstering strategy is used to reinforce an organization’s positive image by communicating its social responsibility activities to the public (Muadz 1, 2025).

Based on the research findings, some members of the community believe that the local government has made efforts to regularly provide information regarding flood conditions and the distribution of post-disaster aid through social media. However, the community still hopes that the aid distribution process can be carried out more quickly and equitably. As stated by one flood-affected resident:

*“Information from the government is indeed always available on social media, but the public hopes that aid can be distributed more quickly because there are still many damaged homes.”*  
(Interview, March 16, 2026).

This statement indicates that the public appreciates the government’s communication efforts, although there remains a desire for faster and more equitable aid distribution. The researcher’s observations also show that the majority of the public continues to support the local government’s measures during the post-disaster recovery period. This indicates that the crisis communication strategy implemented by the Public Relations Office of the Aceh Tamiang Regency Government has succeeded in fostering a positive perception and maintaining public trust in the image of local leaders.

However, the success of crisis communication is determined not only by the intensity of information dissemination, but also by the effectiveness of policy implementation and the delivery of aid on the ground. Therefore, synergy between transparent communication and concrete action is a key factor in strengthening the success of restoring the leadership’s image amid a crisis.



Figure 4. Positive Public Response to the Performance of the Aceh Tamiang Government’s Public Relations Office in Restoring Its Public Image Following the Flood Disaster (Source: Researcher’s Documentation, 2026).

## 5. CONCLUSION

Based on the research findings, it can be concluded that the Public Relations Office of the Aceh Tamiang Regency Government has implemented various crisis communication strategies in an effort to restore its public image following the flood disaster. These strategies were carried out through the rapid dissemination of public information, the use of social media, and the clarification of negative issues circulating within the community.

An analysis based on SCCT theory indicates that the communication strategies employed by the local government include the diminish strategy, the rebuild strategy, and the bolstering strategy. These strategies aim to reduce negative public perceptions, rebuild public trust, and strengthen the image of the local

government. Nevertheless, the implementation of crisis communication still faces various obstacles, such as limited communication networks, the spread of misinformation, and public dissatisfaction with the distribution of aid due to the fact that the local government's role is limited to the data verification stage, while the disbursement process remains under the authority of the central government. Therefore, the local government needs to improve information transparency, accelerate its crisis response to strengthen public trust, and continue coordinating with the central government to ensure that aid is promptly distributed to the community.

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