

ABSTRACT

Communication Style of Public Officials with Military Background in Handling the Covid-19 Pandemic (Qualitative Content Analysis of Luhut Pandjaitan's Statement Regarding PPKM on Kompas TV YouTube Channel)

Nuansa Islami. ¹⁾ Isti Purwi Tyas Utami. ²⁾

¹⁾ Student of Communication Studies Program, Universitas Pembangunan Jaya

²⁾ Lecturer in Communication Studies Program, Universitas Pembangunan Jaya

One of the government's policies as a regulator during the Covid-19 pandemic is the pemberlakuan pembatasan kegiatan masyarakat (PPKM) on the islands of Java and Bali, PPKM is a policy that limits the mobility and gatherings of individuals and groups to minimize community activities that have the potential to expand the spread of Covid-19. The President appointed Luhut Binsar Pandjaitan as the Coordinator of the PPKM. At first the pros and cons in the community towards Luhut's statements in several press conferences often occurred due to his communication style which was considered unempathetic. Luhut, who has a military background, then tried to change his communication style and apologized. This study aims to look at the dynamics of using Luhut's communication style with a military background in crisis communication. This research uses post positivism paradigm with qualitative content analysis method. The main concepts used as analytical tools are six communication styles, namely The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style. The results showed that the three most widely used communication styles were The Structuring Style, The Controlling Style, and The Dynamic Style. The three dominant communication styles are in line with crisis communication which is oriented towards solving problems quickly. The form of communication style that is identical in military communication is still visible even though it is not dominant, given Luhut's new position as a civilian official. In a number of statements that have drawn criticism, Luhut has emphasized the ethos and logos aspects, while the pathos aspect has been given less attention.

Keywords: Communication style, Crisis communication, PPKM Press Conference

References: 49

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