



QUALITATIVE CONTENT ANALYSIS RELATED TO THE USE OF INSTAGRAM @pertamina AS A COMMUNICATION TECHNOLOGY IN RESPONSE TO POST FIRE CRISIS PLUMPANG DEPO MARCH 2023

Maria Adeline Cornelius

Department of Communication Science, Faculty of Social and Political Sciences,
Universitas Indonesia

maria.adeline@ui.ac.id

Meilinda Kurniawati

Department of Communication Science, Faculty of Social and Political Sciences,
Universitas Indonesia

meilinda.kurniawati@ui.ac.id

Tania Rizqia Putri

Department of Communication Science, Faculty of Social and Political Sciences,
Universitas Indonesia

tania.rizqia@ui.ac.id

Abstract

On March 3, 2023, a fire occurred at the Pertamina Plumpang Depot, Koja, North Jakarta. Transparency and good communication regarding the responsibilities carried out by Pertamina are important steps in maintaining trust and minimizing the negative impact on the company's reputation. Situational Crisis Communication Theory can be applied in managing communication in crisis situations. The @pertamina Instagram account shows empathy and concern in dealing with the crisis caused by this fire. This article aims to analyze the use of Instagram as a crisis response strategy after the Plumpang Depo fire on March 3, 2023, with a focus on content on the @pertamina account. A qualitative content analysis method was used in this study, with the unit of analysis in the form of content on Instagram @pertamina in the post-fire period at the Plumpang Depo, namely between 4 and 8 March 2023. Data collection was carried out through observing content, including uploads, descriptions on images, and information on the post, and there are ten contents examined. In this study, it was found that Pertamina uses a crisis response strategy model in the form of deal response strategy in responding to the crisis. The @pertamina Instagram account is used as a communication technology that becomes a bridge to the public in dealing with crises with consistency and in accordance with society's expectations, such as providing compensation, apologizing, and showing regret, without trying to prove the truth or allude that the crisis originates from factors outside the organization's control.

Keywords: Situational Crisis Communication Theory, Crisis Response Strategy, Instagram, Content Analytics.

Abstrak

Pada 3 Maret 2023, terjadi kebakaran di Depo Pertamina Plumpang, Koja, Jakarta Utara. Transparansi dan komunikasi yang baik mengenai tanggung jawab yang diemban Pertamina menjadi langkah penting dalam menjaga kepercayaan dan meminimalisir dampak negatif terhadap reputasi perusahaan. Teori Komunikasi Krisis Situasional dapat diterapkan dalam mengelola komunikasi dalam situasi krisis. Akun Instagram @pertamina menunjukkan empati dan kepeduliannya dalam menghadapi krisis akibat kebakaran ini. Artikel ini bertujuan untuk menganalisis pemanfaatan Instagram sebagai strategi respon krisis pasca kebakaran Depo Plumpang pada 3 Maret 2023 dengan fokus pada konten akun @pertamina. Metode analisis konten yang digunakan dalam penelitian ini, dengan unit analisis berupa konten Instagram @pertamina pada masa pasca kebakaran di Depo Plumpang yaitu antara tanggal 4 hingga 8 Maret 2023. Pengumpulan data

dilakukan melalui mengamati konten, meliputi unggahan, deskripsi gambar, dan informasi pada postingan, dan ada sepuluh konten yang diperiksa. Dalam penelitian ini ditemukan bahwa Pertamina menggunakan model strategi respon krisis berupa strategi respon kesepakatan dalam merespon krisis. Akun Instagram @pertamina dijadikan sebagai teknologi komunikasi yang menjadi jembatan masyarakat dalam menghadapi krisis dengan konsisten dan sesuai harapan masyarakat, seperti memberikan kompensasi, meminta maaf, dan menunjukkan penyesalan, tanpa berusaha membuktikan kebenaran atau menyinggung. bahwa krisis berasal dari faktor-faktor di luar kendali organisasi.

Kata Kunci: Teori Komunikasi Krisis Situasional, Strategi Respon Krisis, Instagram, Content Analytics.



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INTRODUCTION

On the evening of March 3, 2023, the Pertamina Plumpang Depot area, Koja, North Jakarta, experienced a fire. This fire is similar to a similar incident that occurred in January 2009 at the Pertamina Depot, Plumpang, North Jakarta. During this incident, there was an intense fire in one of the premium storage tanks numbered 22 with a capacity of 10,000 kiloliters.¹ According to the Main Director of PT Pertamina (Persero), Nicke Widyawati, the fire that occurred at the Plumpang BBM Depot was not caused by an explosion in the storage tank, but by a technical disturbance in the distribution pipe which caused very strong pressure so that a fire occurred.² As of March 16, 2023, PT Pertamina (Persero) reported that the death toll from the fire at the Pertamina Plumpang Depot had reached 25 people. In addition, there were 220 households (KK) who were affected by the pipe fire at the Plumpang Depot as a whole. The Pertamina Plumpang Depot fire incident and how Pertamina responds to the consequences can affect the company's reputation and impact Pertamina's image. However, this case may also raise concerns about the safety and security of the company's operations. If the public feels that Pertamina is incapable of maintaining the security of its website, this can undermine trust and create a negative image. So it becomes an important thing for Pertamina to take quick and effective action in identifying the causes and taking corrective actions after the fire and prevention to prevent similar incidents in the future.

Pertamina is considered swift in handling the Plumpang Fuel Oil Terminal (TBBM) incident. From technical emergency measures in the event of a power outage to providing emergency posts for affected residents. Pertamina's management previously stated that it would take full responsibility for providing the best care for the victims of the Plumpang fire and their families. Transparency and good communication regarding responsibilities

¹ David C Calkin et al., "Progress towards and Barriers to Implementation of a Risk Framework for US Federal Wildland Fire Policy and Decision Making," *Forest Policy and Economics* 13, no. 5 (2011): 378–89.

² Reynaldy Reynaldy, "Experimental Study of Effects of Variation Use Fuel Type On Exhaust Emissions With Loads 500, 1050, 2000 Watt Generator," in *International Conference on Engineering and Technology Development (ICETD)*, vol. 2017, 2017.

Final Semester Examination: Industry Perspective and Communication Technology conducted by Pertamina is an important step in maintaining trust and minimizing the negative impact on the company's reputation.³ Situational Crisis Communication Theory can be applied to gain an understanding of how organizations respond to and manage communication in crisis situations such as the current fire. SCCT is based on the idea that public perception of the organization and the impact on the company's reputation can be influenced by communication responses in crisis situations.⁴

In the past, communication in dealing with corporate crises could only be done through conventional channels such as telephone, radio, television and printed press releases.⁵ Therefore, the communication response also takes longer, and the dissemination of information to the wider community can be slower. Through advances in technology, it allows communication in dealing with crises to be carried out in real-time via e-mail, text messages, and platforms that enable a faster and more efficient response.⁶ Social media plays an important role in facilitating communication during a crisis.⁷ Pertamina also took advantage of the presence of social media as a means to communicate with the public after the fire incident in Plumpang. Pertamina uses platforms such as Twitter and Instagram as tools to convey information, provide the latest updates, coordinate relief efforts, and respond to community questions and concerns. Implementing the SCCT principles can be used as a foundation for a company to plan and implement an effective communication response to minimize negative impacts on reputation and rebuild trust from stakeholders and society.⁸ Technological developments have significantly changed the way companies handle crises, including faster communication, access to social media, and better situational analysis capabilities. This enables companies to respond to crises more quickly, responsively, effectively and efficiently.

Apart from providing direct and responsible assistance to affected victims, Pertamina also utilizes Instagram in communicating and responding to crises and image restoration after the

³ Martha Maulidia et al., "Rethinking Renewable Energy Targets and Electricity Sector Reform in Indonesia: A Private Sector Perspective," *Renewable and Sustainable Energy Reviews* 101 (2019): 231–47.

⁴ An-Sofie Claeys, Verolien Cauberghe, and Patrick Vyncke, "Restoring Reputations in Times of Crisis: An Experimental Study of the Situational Crisis Communication Theory and the Moderating Effects of Locus of Control," *Public Relations Review* 36, no. 3 (2010): 256–62.

⁵ Puri Bestari Mardani, Maria Febiana Christanti, and Irpan Ripa'i Sutowo, "Netizens Perceptions of The Announcement About The New Normal Policy: Content Analysis of WHO Indonesia Instagram Account," *International Journal of Social Service and Research* 1, no. 3 (2021): 258–67.

⁶ Stephane Roche, Eliane Propeck-Zimmermann, and Boris Mericskay, "GeoWeb and Crisis Management: Issues and Perspectives of Volunteered Geographic Information," *GeoJournal* 78 (2013): 21–40.

⁷ Brian H MacGillivray, "Beyond Social Capital: The Norms, Belief Systems, and Agency Embedded in Social Networks Shape Resilience to Climatic and Geophysical Hazards," *Environmental Science & Policy* 89 (2018): 116–25.

⁸ Anita Antoinette Young, Tanganyika Millard, and Marcy Miller Kneale, "Enhancing School Counselor Instructional Leadership through Collaborative Teaming: Implications for Principals," *NASSP Bulletin* 97, no. 3 (2013): 253–69.

Plumpang Depo fire. On the Instagram profile @pertamina from 4 March 2023 to 8 March 2023, download some content related to the handling provided by Pertamina after the fire. Instagram is one of the communication technologies used by Pertamina to include elements of empathy and concern that are communicated and help build better relationships with Instagram followers @pertamina. This article discusses the topic of crisis response through the following research question: how does Pertamina use the @pertamina Instagram account as a communication technology in responding to the crisis after the March 2023 Plumpang depot fire? Considering how corporate communication and public relations are currently adapting to digitalization, this paper aims to find out the implementation of using Instagram by analyzing the content on Instagram @pertamina as a strategy for responding to the crisis after the 3 March 2023 Depo Plumpang fire using a qualitative content analysis method.

RESEARCH METHODS

The purpose of this research is to examine how Pertamina utilizes *platform* digital media Instagram, in an effort to deal with the crisis after the 3 March 2023 Depo Plumpang fire case. Using a qualitative approach, this study aims to understand social phenomena in depth and detail and focuses on social phenomena. Qualitative research is often used in social sciences, such as sociology, anthropology, psychology, and political science. This type of research with a qualitative approach is used to examine aspects of social life to behavior and meaning. In addition, the use of content analysis is also a research method for understanding message content, be it text, images, symbols, or audio data, to determine textual meaning.⁹ By using a qualitative content analysis approach, it is expected to be able to reveal various information and see the efforts made by Pertamina in responding to the crisis that occurred.

The unit of analysis in this study is communication materials or responses from Pertamina on Instagram @pertamina in the post-fire period at the Plumpang Depo, namely March 4 to 8, 2023. The reason for choosing posts in that period is because content discussing the development of the Plumpang Depo fire was only uploaded during the Plumpang Depo fire period. 4 to 8 March 2023. Based on the unit of analysis, the object of research is the use of digital technology, Instagram, as a medium used by @pertamina to share information regarding the condition of the company through photos, videos, stories, news. The data collection technique used is the observation of the research object, namely content, *goodfeed*, *caption onframe*, and *caption* to obtain accurate and detailed data and there are ten materials or content studied. The analyzed data is then categorized according to

⁹ Berta García-Orosa and Sara Pérez-Seijo, "The Use of 360 Video by International Humanitarian Aid Organizations to Spread Social Messages and Increase Engagement," *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations* 31, no. 6 (2020): 1311–29.

the theoretical basis *Situational Crisis Communication Theory* (SCCT), with the aim of finding the main themes that emerge. Furthermore, an analysis of the findings with the theory used is carried out.

RESULTS AND DISCUSSION

In this study, it was found that the use of a crisis response strategy model which entirely uses a deal response strategy by the Instagram account @pertamina in responding to the crisis that occurred. According to Purnomo et al., a deal response strategy is an effort that can be used by an organization to provide an appropriate response and provide adequate compensation to affected parties, so that reputation can increase.¹⁰ This was implemented by @pertamina in Responding to the Post-Fire Crisis at the Plumpang Depot in March 2023 using Instagram @pertamina as a Communication Technology.

The analysis carried out on the images uploaded by @pertamina shows that each upload contains the Pertamina logo. According to Aaker, a logo can be an important asset in building a company's brand equity. The @pertamina Instagram account also uses the hashtag feature for every content posted on the plumpang fire, the hashtag #PertaminaPeduli is also used by Pertamina in every CSR-related post made by Pertamina on Instagram @pertamina. Research conducted by Lin et al., using the right hashtags can increase user interaction and engagement with the content being shared.

1. Tuesday, March 4, 2023



Caption in frame :

Pertamina focuses on handling residents affected by the incident at the Jakarta Integrated Terminal Caption in bio: After the blackout at the Jakarta Integrated Terminal on Friday (3/3/2023), Pertamina focuses on providing the best treatment for victims and affected residents. Assistance began to be distributed to emergency response posts in the form of food, mineral water and bedding. Pertamina is also Pertamina's commitment to handling all the medical expenses of the victims.

¹⁰ Boyke Rudy Purnomo et al., "Entrepreneurial Resilience during the Covid-19 Pandemic: Navigating Survival, Continuity and Growth," *Journal of Entrepreneurship in Emerging Economies* 13, no. 4 (2021): 497–524.

Evaluating and reflecting on the whole internally is also the main thing in order to avoid similar incidents from happening again. Thank you for your prayers and support, friends, hopefully things will get better soon. #PertaminaCare

Analisa: Compassion (deal response strategy)

In the first upload after the Depo Plumpang fire crisis, March 3 2023, @pertamina showed a caring effort by providing assistance to victims affected by the crisis as a form of compensation. This is shown in the photo which depicts the provision of goods needed by residents. The caption also stated that aid was distributed to emergency response posts.

2. Tuesday, March 4, 2023



Caption in bio : Bring back the smiles of the residents at the evacuation posts.

Pertamina cooperates with a group of housewives from Kalibaru Urban Village, North Jakarta to prepare public kitchens to provide nutritious food for vulnerable groups, such as toddlers and the elderly, at the Rasela Child-Friendly Integrated Public Space Post (RPTRA), Kel Rawa Badak Selatan, Kec. Koja, North Jakarta, Saturday (4/3/2023). On the same occasion, the Minister of SOEs @erickthohir greeted and cooked with the women and at the same time appreciated the efforts that had been made. Assistance will continue to roll in according to the needs in the field. Thank you for the support always, buddy. #PertaminaCare

Analysis : Concern (deal response strategy)

This content, entitled "Restore the smiles of residents at evacuation posts", shows that the company expresses its concern for the affected victims. In the caption, the company stated that it would provide nutritious food for vulnerable groups, such as toddlers and the elderly. The photo also shows that the company together with the government, Minister of BUMN Erick Thohir @erickthohir, greeted and cooked with the mothers while at the same time appreciating the efforts that had been made.

3. Tuesday, March 4, 2023



Caption in bio :

Together restore the citizens to rise again. The direct visit of Vice President K.H. Ma'ruf Amin at the evacuation post gave positive energy to residents affected by the incident at the Plumpang BBM Terminal to get up and recover soon. Thank you for the support of the Vice President of the Republic of Indonesia. Pertamina will continue to distribute the aid needed for the good of the people. #PertaminaCare

Analysis : Concern (deal response strategy)

In this upload, @pertamina shows that the company and government, represented by Vice President K.H. Ma'ruf Amin paid attention to the affected residents. This is written in the caption where "giving positive energy to residents affected by the incident at the Plumpang BBM Terminal to get up and recover soon,"

4. Tuesday, March 4, 2023



Caption in bio :

No one wants the incident at the Plumpang BBM Terminal to happen. However, we are always prepared to be alert under any circumstances so that the incident can be handled immediately. Today, (4/3/2023), Main Director of Pertamina, Nicke Widyawati, met with the families of the affected residents at the RSPP, expressing her condolences and deep apologies for this incident. Pertamina is fully responsible for all medical expenses for injured victims and also compensation for victims who die. Nicke Widyawati also met directly with the affected residents at the evacuation post and directly visited the scene of the incident and provided support to all teams who continued to work hand in hand to help victims and affected residents, as well as synergize

with related officials to ensure that assistance could be distributed evenly. Thanks to all involved. We continue to synergize so that Plumpang really recovers.

Analysis : Apology (deal response strategy)

In this content, Pertamina stated that it was responsible for the crisis that occurred and apologized to stakeholders. Openly, Pertamina accepts that full responsibility is an obligation and apologizes to stakeholders for what happened. This was conveyed by the Main Director of Pertamina, Nicke Widyawati, "I, along with all levels of Pertamina, express our deep apologies for the incident at the Plumpang BBM Terminal. We will continue to provide the best treatment for the victims. Please pray for the affected people to recover soon and be able to return to their activities."

5. Sunday, March 5, 2023



Caption in bio :

Bringing back the joy of children. There is hope to get better soon to see the children in the evacuation posts slowly being able to smile again and mingle with the volunteers. The officers who are members of the Pertamina Care volunteer team are always ready to help the victims after the Plumpang BBM Terminal incident. Especially for children in evacuation posts, the team held trauma healing with various activities to make the children happy again. The volunteers will continue to take turns helping and meeting the needs of the affected people at the evacuation posts. "We express concern because no one wanted this to happen. We will provide all needs. The most important thing is that mothers are healthy and their children can play happily," said the Main Director of Pertamina, Nicke Widyawati when visiting the affected communities at the Rasele RPTRA evacuation post, Rawa Badak, Koja, Jakarta (4/3/2023). Keep up the spirit Pertamina Cares team. Continue to work together so that the affected residents can bounce back from grief. Of course with the support and prayers of the Indonesian people who accompany it. #PertaminaCare

Analysis : Regret (deal response strategy)

The @Pertamina Instagram account shows that the company feels sorry for the crisis that has occurred. Apart from various remedies, the company also expressed regret with the expression contained in the caption which stated that "no one wanted this to happen."

6. Sunday, March 5, 2023



Caption in bio :

The efforts and synergy for Plumpang to recover will not stop. It is our priority to ensure that affected victims receive the best treatment and all their needs are met.

Pertamina is continuously committed to continuing to provide assistance to affected residents, both in the form of logistics to trauma healing with #PertaminaPeduli Volunteers. Thank you buddy. All of your prayers and support means a lot so that their smiles can return soon.

Analysis : Concern (deal response strategy)

In this upload, the company openly conveys its efforts in the form of assistance to victims affected by the crisis. This can be seen from the photos and captions that read "continue to provide assistance to affected residents, both in the form of logistics to trauma healing with #PertaminaPeduli Volunteers."

7. Sunday, March 5, 2023



Caption in bio :

Thank you Mr President @jokowi for visiting directly the people affected by the Plumpang BBM Terminal incident at the Rasela RPTRA evacuation post, Rawabadak, Koja, North Jakarta, (5/3/2023). On this occasion, the President expressed his condolences, spent time talking with the community as well as handing over aid. #PertaminaPeduli

Analysis : Concern (deal response strategy)

In this upload, @pertamina shows that the company, together with the government, pays attention to affected residents, and takes the time to visit the temporary victim evacuation site, RPTRA Rasela, Rawabadak, Koja, North Jakarta. The President of Indonesia, Joko Widodo, also expressed his condolences and handed over his assistance.

8. Monday, March 6, 2023



Caption in bio :

Keep up the spirit Pertamina Officer in the midst of Plumpang's grief! Continue to work hand in hand to recover the affected residents and remain the best in providing energy services for the community. Enthusiasm for you too in carrying out activities. Stand up strong amid the grief of Plumpang, Pertamina Officer. Keep giving hands to the affected people and give the best energy to the community. #EnergizingYou

Analysis : Ingratiation (deal response strategy)

In uploading @pertamina, during the crisis, the company also reminded the public of the good work done by the company in the past. This was conveyed in the caption which said that Pertamina would continue to provide the best in energy services for the community.

9. Monday, March 6, 2023



Caption in bio :

Pertamina continues to focus on handling residents affected by the incident at the Plumpang BBM Terminal, especially residents who are hospitalized in order to get the best service and treatment. Alternately, Pertamina's board of directors and management monitored the condition of the affected victims at several hospitals in Jakarta. In addition to the full attention of patient care, Pertamina also provides a waiting place for families so they can follow developments in conditions directly. Pray for friends, hopefully the affected residents can recover soon. 🇮🇩 : Pertamina Finance Director, Emma Sri Martini visiting affected residents who are being treated at RSPP, (05/03/2023). #PertaminaCare

Analysis : Concern (deal response strategy)

In this uploaded content, the company expresses its concern for residents affected by the actions shown in the uploaded photo. In the caption it is also written, the company conveys the efforts made so that affected residents can get the best service and treatment. "In addition to the full attention of patient care, Pertamina also provides a waiting place for families so they can follow developments in conditions directly."

10. Wednesday, March 8, 2023



Caption in bio :

Thank God, the conditions in Plumpang are gradually getting better. On the fourth day after the incident at the Plumpang BBM Terminal, the command post began to desert, many evacuees had started to return to their homes. The #PertaminaPeduli team will continue to be on standby to ensure that residents who are still temporarily living in evacuation posts have their needs met.

Analysis : Compassion (deal response strategy)

In the last content that was uploaded by @pertamina during the research period, the company still provides or forms of compensation for the crisis that occurred. It is also written in the caption, that the company will continue to be on standby to ensure that residents who are still temporarily living in evacuation posts have their needs met.

Discussion

Purpose The results of the research in this paper show that the @pertamina Instagram account uses a deal response strategy for every content uploaded after the crisis due to the Pertamina Plumpang fire, March 3 2023. In the deal response strategy, the organization acknowledges the crisis that occurred and is publicly responsible. The organization later apologized to the parties concerned and stated their intention to fix the problem and prevent similar crises from occurring in the future. This strategy reflects transparency, accountability, and organizational efforts to rebuild trust with the public and stakeholders. Deal response consists of five options that can be used by organizations in dealing with crises, namely Ingratiation, Concern, Compassion, Regret and

Apology. Each option must be adapted to the needs of the organization when dealing with crises that occur.

In ingratiation, the crisis manager gives praise to stakeholders or can also remind the public about past good deeds or good work that has been done by the organization. In the @pertamina upload on March 6 2023, the caption reads "Continue to work hand in hand to recover the affected residents and remain the best in providing energy services for the community". What was highlighted was the sentence "still the best in providing energy services for the community" indicating that so far Pertamina has provided the best energy services for the people of Indonesia, in accordance with the ingratiation explanation regarding the good work done by the company in the past. As previously stated, Instagram in the context of communication technology has a significant role for sharing visual content, such as photos and videos, and one of the interesting aspects of Instagram is the use of hashtags that allow users to organize content based on certain topics to facilitate search and discovery. relevant content. Pertamina uses the hashtag #PertaminaPeduli in every upload that shows the company's concern for events or disasters that have occurred in Indonesia. Pertamina also takes part in providing assistance to victims affected by disasters, in the form of goods and also the #RelawanPertaminaPeduli team that helps in disaster affected locations. This becomes something in the ingratiation response, namely that the public can see the good deeds and works that have been carried out by Pertamina, not only in events caused by the company itself, but natural disasters or other events that occur outside the company as a form of the company's commitment to corporate social responsibility (CSR).

@pertamina's upload on March 5 2023 shows a deal response strategy in terms of regret, which, when linked to the previous explanation, is that the company feels sorry for the crisis that occurred. Pertamina provides various forms of accountability to the affected victims and it is written in the caption "no one wanted this to happen" which shows regret from the company's side to the affected victims.

@pertamina's upload on March 4 2023 shows a deal response strategy in terms of apology, which, if linked to the previous explanation, is that the company shows attitudes and behavior that indicates that the organization takes full responsibility for the crisis that occurred and conveys an apology for the incident. which is written in the caption "I and all levels of Pertamina convey a deep apology for the incident at the Plumpang BBM Terminal". Pertamina is fully responsible for the victims affected by the incident and is committed to continuing to be alert in handling the ongoing crisis.

@pertamina's uploads on March 3 and 8 2023 show a deal response strategy in terms of compassion, which, if related to the previous explanation, is that the company tries to provide or offer assistance in the form of money or gifts and other goods to victims affected by the crisis as a

form of compensation. The first upload at the time of the crisis was on March 4 2023. In this upload, Pertamina tries to show its concern by providing assistance to victims and affected residents according to the compassion option by showing the provision of goods through uploading photos, which is in line with the caption explaining that aid has been distributed to the emergency response post in the form of food, mineral water and bedding and in the caption it also states "the cost of treating the victim is also Pertamina's commitment" which can be said as a form of assistance and compensation. Not only the first upload after the fire, Pertamina uploaded the compassion option in the deal response strategy aspect on the fourth day after the fire at the Plumpang BBM Terminal. This can be seen from the caption uploaded on March 8, 2023, namely "The #PertaminaPeduli team will continue to be on standby to ensure that residents who are still temporarily living in evacuation posts have their needs met". Pertamina is committed to ensuring and meeting the needs of affected residents who are still at the evacuation post on the fourth day, even though conditions in Plumpang have gradually become conducive according to the caption "Thank God the conditions in Plumpang are gradually becoming conducive" as a form of compensation and corporate responsibility.

@pertamina's uploads on March 4, 5 and 6 2023 with a total of 5 uploads using a deal response strategy in terms of concern, which when linked to the previous explanation, namely the company expressed concern for residents and victims affected by the crisis. On March 4, 2023, there were two uploads that could be associated with the use of the concern option, namely the first upload showing the caption "Return the smiles of residents at evacuation posts", where this is a concern for existing events and a commitment to provide nutritious food for vulnerable groups . This is a separate concern for the company because not all victims are affected by the same handling, but there are certain groups such as the elderly and toddlers who must be treated specifically. Whereas in the second upload, the caption reads "Together recover the residents to get back on their feet", where this is the company's concern and commitment to recovering the residents from various aspects and hopes that the residents can bounce back from the events that occurred. The Vice President of the Republic of Indonesia was also present to provide positive energy and support to rise from this incident. Likewise with the uploads on March 5 2023, as many as two uploads indicating the company's concern for affected residents. The first upload contains the caption "All your prayers and support means a lot so that their smiles can return soon" and the second upload "The President expresses his condolences, takes the time to talk with the community while handing over aid". The company openly conveys various efforts and commitments in handling fires, both in the form of logistics to trauma healing. This is a form of follow-up of the concerns that are felt. Likewise with the concerns expressed directly by the President of the Republic of Indonesia. Commitment to incident prevention is carried out continuously by the company. The form of concern can also be felt from the upload on March 6 2023, which was conveyed through a video

upload and a caption that reads "Residents who are hospitalized in order to get the best service and treatment" with the intention of concern in the form of providing the best assistance so that residents can recover and "Council Pertamina's directors and management monitor the condition of the affected victims at several hospitals in Jakarta," which shows the company's concern in the form of visits and direct monitoring of the conditions of the victims and affected residents, ensuring that all receive the best treatment and also that the company provides a waiting place for the victims' families at the hospital.

From Pertamina's uploads for the period 3 to 8 March 2023, it can be said that Pertamina fully uses the deal response option. If Pertamina chooses to handle the crisis using a deny response, then the company will continue to try to prove that there is no crisis or the organization is not responsible for the crisis that occurs and if Pertamina chooses a diminished response, the company will minimize the responsibility for the crisis given. Both of these options, deny response and diminished response can reduce the company's reputation and the company can be judged to be irresponsible. Pertamina chooses to use deal response in dealing with the crisis, by using Instagram as a communication technology as a tool to convey information, provide the latest updates, coordinate relief efforts, and respond to questions and concerns that exist in the community by uploading content in the form of images and videos, added with in-frame captions (on photos and videos) and captions that describe activities or updates regarding the condition of residents around the affected locations. Pertamina implemented the use of communication technology using Instagram social media properly in responding to the crisis after the Plumpang Depot fire incident on March 3.

In research by Amali regarding the crisis at PT Lion Mentari Airlines in response to the Lion Air JT610 plane crash, it is known that the crisis response strategy that was used when the crisis first appeared was a diminished response strategy by conveying the reason that there were no facts revealed yet. From the results of the investigation it is explained that no one has been able to prove that the cause of the plane crash was an error or negligence on the part of the company or airline, so that public attributions can be lower or weaker, especially in requests for accountability. This is the fault of the airline, so that the previously strong attribution in society can be lowered to a weak level. The findings in this study can then be compared with Pertamina's crisis response communication strategy, where the cause of the fire incident was also not revealed at the time, but Pertamina took full responsibility and chose to use a deal response in post-fire handling.

CONCLUSION

Situational Crisis Communication Theory (SCCT) serves as a guide for selecting crisis response strategies and communication resources that can be used in maintaining an organization's

reputation during a crisis. SCCT provides recommendations in choosing a crisis response strategy that is appropriate to the characteristics of the current crisis situation. This paper concludes that the right response strategy by providing adequate compensation to affected parties, known as a deal response strategy, can improve an organization's reputation. Deal response consists of five options that can be used by organizations in dealing with crises, namely Ingratiation, Concern, Compassion, Regret and Apology. Each option must be adapted to the needs of the organization when facing a crisis. In the context of communication technology, Instagram has an important role in sharing visual content such as photos and videos. One of the interesting features of Instagram is the use of hashtags, which allow users to organize content based on certain topics to make it easier to find and find relevant content. Technological advances that continue to develop today also have an impact on digital public relations practices through social media in building relationships, interactions, corporate image and crisis management.

Amali reviews how a company handles crises through various communication channels. On the other hand, research by Amalia et al. focuses more on crisis management strategies by companies on social media Instagram. Both studies note that companies use a variety of crisis response strategies, including deny, diminish, and deal response. However, research conducted on the @pertamina Instagram account found interesting things, namely that the account faced crises with consistency, in line with society's expectations, such as providing compensation, apologizing, and showing regret, without trying to prove the truth or mention that the crisis originated from factors above, beyond the control of the organization.

Future research needs to consider the use of social media other than Instagram to gain a broader understanding, optimize use, and develop digital public relations practices so that they remain relevant to the latest developments and gain wider public trust. Rather than just focusing on one particular digital or social media channel, future research is expected to incorporate the concepts and contexts described in this paper as part of an overall corporate and PR strategy. In this way, public relations activities can be elaborated conventionally and digitally, enabling public relations objectives to cover both channels and determine the right communication strategy in achieving company goals, especially in crisis situations.

In order to measure and evaluate the results obtained from the role of social media in influencing company image and reputation, further research is expected to use quantitative methods based on field data that can be tested for validity and legitimacy. In an effort to investigate aspects that have not been studied in previous research, research studying the level of effectiveness of social media in relation to digital public relations practices which include automation and data analysis is an interesting matter that needs further investigation. This kind of research will produce data that

can be used as a reference in comparing social media optimization in dealing with company crisis situations.

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