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Crisis Communication on Social Media: Managing Reputation and Maintaining Public Trust

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ABSTRACT

36 This study aims to analyze crisis communication strategies implemented by organizations in Indonesia through social media, using the Systematic Literature Review (SLR) method. This method was chosen to collect, evaluate, and analyze relevant literature, in order to obtain a comprehensive picture of crisis communication practices in Indonesia in the context of social media. The data collection process was carried out by filtering relevant scientific articles, reports, and studies related to crisis communication and social media, published through various sources such as academic journals, conferences, and industry reports. Each selected article was evaluated based on the criteria of relevance, methodological quality, and its contribution to the understanding of crisis communication in social media. The results of the study indicate that effective crisis communication in social media requires a fast, transparent, and consistent response. Organizations that successfully manage communication through social media have a greater chance of maintaining public trust and reducing the negative impact on their reputation. The speed of response is a key factor, given the very rapid spread of information on social media. In addition, transparency and consistency of messages are essential to prevent public confusion. This study concludes that organizations in Indonesia must design communication strategies that are adaptive to the dynamics of social media, by ensuring clear, accurate, open messages, and monitoring public reactions directly. Thus, effective communication can help organizations manage crises and maintain public trust.

Keywords: Crisis Communication, Social Media, Public Reputation

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INTRODUCTION

In today's digital era, social media has become the main platform for individuals and organizations to interact with the public. However, the presence of social media also brings new challenges, especially in terms of managing an organization's reputation during a crisis. Platforms such as Facebook, Twitter, Instagram, TikTok, and others allow audiences to share information, provide feedback, and interact directly with the organization (Hidayati, FR 2021). This brings great benefits to organizations in terms of expanding their communication reach, building closer relationships with audiences, and



promoting their products or services more efficiently. However, along with this progress, social media also brings significant new challenges, especially in managing an organization's reputation (Sifwah, et al. 2024). Crises can occur at any time and often occur suddenly, whether due to miscommunication, product problems, or scandals involving a particular company or institution. When a crisis occurs, information related to the issue easily spreads to various social media platforms in seconds. With this incredible speed of spread, information often develops faster than the organization's ability to respond to it (Wulandari, CD, & Ayuningtyas, F. 2024).

One of the major challenges faced by organizations is the lack of adequate verification of the information being spread. On social media, anyone can spread information without any prior verification process. Unverified facts or claims can quickly go viral, creating a negative perception of the organization, even before the parties concerned have the opportunity to provide clarification (Pratiwi, I. 2022). For example, a customer complaint about a damaged product or service issue can develop into a trending topic in a short time, influencing public opinion and damaging the organization's reputation. The crisis phenomenon faced by organizations requires a crisis communication strategy that is not only reactive, but also strategic and effective. In dealing with a crisis, speed of response is very important to prevent the situation from getting worse. However, a hasty or inappropriate response can worsen the crisis and damage the organization's reputation (Riana, et al. 2024). Therefore, it is important for organizations to ensure that the message conveyed to the public is clear, transparent, and consistent. Clear and transparent communication helps avoid confusion among the audience, while consistency in conveying information can prevent the spread of rumors or misinformation. In dealing with a situation full of uncertainty, providing immediate clarification is a very important step. This not only informs the public about the latest developments, but also helps maintain their trust. In addition, maintaining empathy for the audience is very important. In the midst of a crisis, people may feel anxious or stressed, so the communication carried out by the organization must pay attention to the feelings of the audience and show concern and understanding for their situation. This can be done with a more humanistic language and does not seem stiff or too formal (Haryono, CG 2023).

Organizations must also provide concrete solutions and steps to be taken to address the crisis. By showing that they have a clear plan and are acting appropriately, organizations can increase credibility and alleviate public concerns. In addition, organizations need to utilize social media as a tool to directly communicate with audiences and manage the conversations that occur. (Yearsiana, et al. 2024). Through social media, organizations can provide clarification, apologize if necessary, or even convey corrective steps taken to address the problem. This is important in mitigating the negative impact of the crisis and rebuilding a damaged reputation. Therefore, crisis management on social media requires a planned and careful approach so that organizations are not only able to overcome the situation but also strengthen their positive image in the eyes of the public. (Irwanto, I., & Cangara, H. 2024).

A crisis can happen at any time, and information about it can spread very quickly on social media, often without adequate verification. This phenomenon requires organizations to have a communication strategy that is not only fast but also effective in maintaining their image in the eyes of the public. This strategy should include monitoring social media to detect and respond to crises quickly, responding quickly and transparently to reduce speculation and uncertainty, and good team coordination so that all members of the communication team know their roles and can respond quickly. In addition, it is important to convey consistent messages across all communication channels to avoid confusion, and to evaluate and learn after the crisis has passed to improve future strategies. With the right strategy, organizations can better manage crises and maintain public trust. In Indonesia, the use of social media by companies, governments, and non-profit organizations is increasing, with the hope of expanding the reach of communication and increasing engagement with audiences. However, a major challenge arises when an organization or individual is involved in a crisis that triggers negative reactions from the public (Indriyani, EA, & Purworini, D. 2022). This crisis can be a communication error, a scandal, or even a product problem that can damage the company's reputation. With the presence of social media, the impact of the crisis can be very large and affect the image of the organization in a short time. Several studies have shown that poor crisis management can worsen the negative impact on the organization. Therefore, an effective crisis communication strategy is very important. One important aspect of this strategy is the ability to respond quickly and on target. Given the speed of information dissemination on social media, a slow or inappropriate response can make the situation worse. This encourages the importance of research on crisis communication on social media and how organizations can manage their reputation in this context (Ayuniantari, 2021).

In addition to speed, transparent communication is also an important factor in managing a crisis. The public today demands transparency more than ever, especially with the development of social media that allows direct interaction with organizations. In this study, we will analyze how organizations can use transparent communication to rebuild public trust that may have been disrupted by the crisis. Open and honest communication can restore a damaged image and show that the organization is accountable for its actions. The presence of social media has significantly changed the way organizations communicate with the public, introducing new complex challenges in terms of speed, transparency, and control over the messages disseminated (Aziz, MH 2020). Social media allows audiences to convey their reactions directly and openly, which can worsen or even improve the situation depending on the response given by the organization. Therefore, it is important to understand how organizations can use social media as a tool to manage crises and maintain relationships with the public (Fakhrudin, et a. 2024). By understanding these dynamics, organizations can be more effective in responding to crises, maintaining public trust, and ensuring that the messages delivered are consistent and accurate. Additionally, strategic use of social media can help organizations

build stronger relationships with their audiences, as well as improve their reputation and image in the eyes of the public.

Previous studies have shown that organizations that fail to respond to crises on social media often face long-term negative impacts on their reputation. Several major cases in Indonesia, such as controversial product or service issues, show how social media can worsen a crisis if not managed properly. As research shows, a quick and appropriate response and a transparent and credible communication strategy are essential in managing a crisis and restoring public trust. Organizations that are able to manage a crisis with a good response, even in difficult situations, are often able to repair their reputation and regain public trust (Astuti, et al. 2023).

On the other hand, studies on crisis communication on social media in Indonesia are still relatively limited. This study aims to fill this gap by analyzing how organizations in Indonesia manage crises spread on social media, as well as what strategies are most effective in maintaining reputation and public trust. With the paradigm shift in organizational communication, where social media plays an increasingly dominant role, it is important for companies and other organizations to understand how communication carried out during a crisis can affect public perception. This study will highlight how crisis communication must be adjusted to the needs and characteristics of the audience on social media. In addition, this study will also analyze the challenges faced by organizations in dealing with social media as an open space for various opinions (Dewantoro, GB 2021). Facing the challenges of crisis communication on social media, organizations must consider how to maintain a balance between the speed of response and the quality of information delivered. One of the goals of this study is to provide recommendations on how organizations can manage their communications more effectively on social media, as well as how they can use these platforms to restore their reputation after a crisis.

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METHODOLOGY

This study uses the Systematic Literature Review (SLR) method to gain a deeper understanding of crisis communication strategies implemented by organizations in Indonesia, especially on social media. This approach was chosen because it allows researchers to collect and analyze various relevant literature, to obtain a comprehensive picture of crisis communication practices in Indonesia through social media. SLR is used to identify, evaluate, and integrate findings from various previous studies on crisis communication strategies in the context of social media (Zaluchu, SE 2021). The data collection method was carried out by filtering relevant scientific articles, reports, and studies related to crisis communication and social media. This process involves searching for literature from various sources, such as academic journals, conferences, and industry reports, that examine organizational strategies in managing crises through social media. Each selected article was evaluated based on certain criteria, such as

relevance to the topic, methodological quality, and its contribution to the understanding of crisis communication on social media.

The analysis process was conducted using thematic analysis techniques, which allow researchers to identify key themes in the communication strategies used by organizations. The results of this literature analysis will provide a better understanding of best practices in managing crises on social media, as well as effective communication strategies to maintain reputation and public trust during a crisis. This study will also review literature related to crisis management and communication on social media to provide a broader perspective on how crises on social media can be managed effectively. By using this SLR approach, this study hopes to contribute to a better understanding of crisis communication practices in Indonesia, as well as provide practical recommendations for organizations to improve their crisis management in the era of social media.

RESULTS AND DISCUSSION

Definition of crisis communication and its importance in the context of social media.

Crisis communication is a communication effort designed to manage information and reactions that arise during or after an event that threatens the integrity, reputation, or operational continuity of an organization. This crisis can be a natural disaster, corporate scandal, product failure, or other issue that affects the organization's relationship with the public, employees, customers, media, and other stakeholders. (Najihah, U. 2024). The main purpose of crisis communication is to reduce the negative impact of the crisis, accelerate recovery, and maintain public trust in the organization. In the context of social media, crisis communication becomes increasingly important because social media allows for the rapid and widespread dissemination of information. The speed and reach of these platforms require organizations to respond very quickly to control the developing narrative (Faustyna, F. 2024). Without a quick and appropriate response, the crisis can escalate more quickly, and organizations risk losing control of their image. Social media also allows for two-way communication which is very important during a crisis. Organizations not only send messages, but can also interact directly with the public, answer questions, and provide clarification on the situation at hand. This interactivity opens up opportunities for organizations to demonstrate transparency and honesty, two things that are very important to maintaining public trust. In addition, social media serves as a tool to monitor public sentiment in real time, allowing organizations to immediately detect and respond to emerging issues. On the other hand, social media is also prone to the spread of misinformation, which can worsen a crisis. Therefore, it is important for organizations to utilize this platform to correct misinformation and control the messages that are spread. Overall, crisis communication on social media is very important because it can affect how the public perceives an organization during and after a crisis. A quick, transparent, and empathetic response through social media can help organizations manage crises more effectively, maintain their reputation, and restore public trust. By

¹⁰ understanding the role of social media in crisis communication, organizations can be better prepared to face the challenges that arise in this digital era.

The results of the study show that organizations that successfully manage crises on social media generally have a fast, transparent, and consistent communication strategy. The speed of response is a key factor in preventing crisis escalation, because information on social media can spread very quickly. If an organization is late in responding or does not provide immediate clarification, the crisis situation can worsen and spread false or negative information. In addition, transparency in communication is also very important. Organizations that are able to communicate openly about the situation they are facing will be more trusted by the public. Honest and clear clarification of the steps taken to resolve the crisis can reduce confusion and increase trust. Equally important, consistency in communication must also be maintained. All messages conveyed on various social media platforms must be aligned so as not to cause doubt or confusion among the audience. Organizations that are inconsistent or provide conflicting messages will more easily lose credibility. Overall, a fast, transparent, and consistent response helps organizations manage crises more effectively, while irregularity in responding can lead to greater negative impacts.

¹¹ **The Role of Social Media in Crisis Communication**

Social media plays a very important role in crisis communication, as it offers several advantages that traditional communication channels cannot provide. One of the main roles of social media is as a tool that allows for the rapid and widespread dissemination of information. When a crisis occurs, information and rumors can spread very quickly through platforms such as Twitter, Facebook, Instagram, and others. This speed requires organizations to respond immediately to control the narrative and ensure that the public receives correct information, not false or misleading information (Goeritman, HIN 2021). In addition, social media also allows for two-way communication, which is very important in crisis management. Organizations can not only convey their messages to the public, but they can also listen to feedback, questions, and concerns that arise from the audience. This interaction gives organizations the opportunity to demonstrate empathy, transparency, and responsiveness to the situation at hand. By listening to the public, organizations can respond appropriately, explain the steps taken to deal with the crisis, and show that they care about the problems faced by the public.

On the other hand, social media gives organizations the ability to monitor public sentiment in real-time. With social media analytics tools, organizations can see how people feel about a crisis and identify misinformation that may be circulating. With this information, organizations can change or adjust their communication strategies to defuse tensions or address growing concerns among their audience. For example, if negative rumors or untrue allegations emerge, organizations can immediately provide clarification through direct posts or responses on social media to prevent the information from spreading further. Social media also allows organizations to amplify their messages through a

variety of content formats, such as text, images, videos, or live broadcasts. This content can be tailored to reach a wider audience or to address different aspects of the ongoing crisis. In some cases, the use of specific hashtags or digital campaigns can help organizations direct the conversation into more controlled channels, while increasing engagement and strengthening the narrative they want to convey (Saputra, DA 2022).

However, despite its great potential in managing crisis communication, social media also brings its own challenges. One of them is the risk of spreading misinformation that can spread very quickly, especially when the crisis involves sensitive or controversial issues. Therefore, organizations must be very careful in conveying their messages and controlling the conversations that occur on social media. Overall, social media plays a very important role in crisis communication by providing organizations with the tools to respond quickly, interact directly with the public, monitor sentiment, and manage public perception. The speed, reach, and ability to communicate two-way make social media a key element in an effective crisis communication strategy (Azizah, M. 2024).

One of the key factors found in this study is the importance of message consistency in crisis communications. Organizations that successfully manage crises on social media tend to have clear and consistent messages that are receptive to a variety of audiences. This consistency is essential to prevent confusion and misunderstandings that can worsen the situation. The messages delivered should reflect the organization's commitment to making things right and maintaining good relations with the public. Transparency in communications has also been shown to be a very important factor in rebuilding public trust. The study found that organizations that are honest and open about the problems they face tend to be more successful in maintaining their reputations. Admitting mistakes and providing concrete solutions shows that the organization is taking responsibility for its actions and is committed to making things right.

Crisis Communication Strategy on Social Media

Crisis communication strategies on social media are essential to help organizations manage the impact of a crisis and mitigate reputational damage. Speed of response is a key factor in a crisis situation, as social media allows information to spread very quickly. Therefore, organizations must be able to respond quickly and effectively to control the narrative and provide accurate clarification. In addition, transparency and honesty in conveying information are essential to maintain public trust (Sari, WP, & Muria Putriana, SAP 2024). Organizations must also ensure consistency of messages across all social media platforms used, to avoid confusion. The use of relevant hashtags or digital campaigns can help organizations direct the conversation and clarify their position in a crisis. Empathy and proactive communication are also very important, as they can ease tensions and show that the organization cares about those affected. In addition, sentiment monitoring and analysis of conversations on social media allow organizations to respond quickly to emerging issues, as

well as identify and address misinformation circulating. By combining all of these strategies, organizations can better respond to crises and maintain their reputation in the eyes of the public. The study also revealed that using social media wisely can accelerate reputation recovery after a crisis. Organizations that are able to use social media to provide clarification, apologize, and offer immediate solutions can minimize the negative impact of a crisis. Social media allows direct interaction with the audience, which can increase transparency and provide an opportunity for organizations to explain the situation in more depth. However, a major challenge that organizations face is managing the conversations that occur on social media. Social media users often spread incomplete or even false information, which can worsen the crisis. Therefore, organizations need to actively monitor conversations that occur on social media and get involved directly to provide clarification or corrections when necessary. In addition, the results of this study also show that crisis communication conducted on social media must be adjusted to the local cultural context. In Indonesia, for example, people highly value respect and politeness in communication. Therefore, organizations that respond with unemotional language and still show empathy for the audience tend to be more accepted.

Public Trust and Restoring Confidence

Public trust refers to the public's belief in the credibility, integrity, and ability of an organization to act in a way that benefits all parties involved, especially in challenging situations such as crises. This trust is built through the organization's transparency, consistency, and responsibility in its communications and actions. During a crisis, public trust can easily be eroded if an organization fails to respond appropriately or if their response is not honest or open. Therefore, maintaining and restoring public trust is a huge challenge in crisis communication. Restoring trust is a long process that involves a lot of effort to prove that the organization is committed to fixing the situation and taking the necessary steps to prevent a recurrence of the crisis in the future. One of the main ways to restore trust is to provide greater transparency in every aspect of communication, including admitting mistakes and explaining the steps taken to improve the situation. The organization must also demonstrate consistency in its actions, not only in words but also in the implementation of real solutions. This shows that the organization is not only talking, but also acting to solve the problem effectively (Muksin, 2024).

In addition, empathetic communication also plays a key role in restoring trust. The public is more likely to forgive mistakes made by an organization if they feel that the organization truly cares and understands the impact of the crisis on those affected. During recovery, it is important for organizations to continue to engage directly and honestly with the public through various communication channels, including social media. A quick, open, and considerate response can rebuild the organization's image and increase public trust. Overall, restoring trust does not happen overnight. It is a process that takes time, consistency, and a commitment to acting with integrity. Organizations that successfully restore

public trust through transparency, empathy, and effective responses will be able to mitigate the negative impact of the crisis and continue to build good relationships with their audiences and stakeholders.

Conclusion

Based on the research results, it can be concluded that effective crisis communication on social media requires a fast, transparent, and consistent response. Organizations that are able to manage communication well through social media have a greater chance of maintaining public trust and reducing the negative impact on their reputation. The speed of response is very important, considering that information can spread quickly on social media. In addition, transparency and consistency of messages are also key so that the public is not confused and can trust the organization. Therefore, organizations in Indonesia need to design a communication strategy that is adaptive to the dynamics of social media. In dealing with a crisis, they must provide clear, accurate, and open messages, and pay attention to public reactions directly. Monitoring audience sentiment and responses on social media will help organizations adjust their communication strategies and respond quickly to misinformation or concerns that arise. Thus, effective communication on social media can help organizations manage crises well and maintain public trust.

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