

PERFORMANCE OF PUBLIC RELATIONS OF BAWASLU RI IN THE IMPLEMENTATION OF CRISIS MANAGEMENT TO BUILD PUBLIC TRUST AFTER THE 2024 ELECTION

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INFO ARTIKEL	ABSTRAK
Diterima: 02 Februari 2026 Direvisi: 21 Februari 2026 Disetujui: 14 Maret 2026 Tersedia Daring: 30 April 2026 Kata Kunci: <i>Humas; Manajemen Krisis; Komunikasi Krisis; Kepercayaan Publik; Bawaslu RI; Situational Crisis ; Communication Theory;</i>	Kompleksitas komunikasi publik pada penyelenggaraan Pemilu 2024 meningkatkan potensi terjadinya krisis komunikasi akibat penyebaran disinformasi, hoaks, polarisasi politik, serta tingginya perhatian masyarakat terhadap kinerja Badan Pengawas Pemilihan Umum Republik Indonesia (Bawaslu RI). Kondisi tersebut menuntut Humas Bawaslu RI menerapkan manajemen krisis dan strategi komunikasi yang efektif untuk menjaga reputasi organisasi sekaligus membangun kepercayaan publik. Penelitian ini bertujuan menganalisis implementasi manajemen krisis oleh Humas Bawaslu RI serta strategi komunikasi krisis yang diterapkan dalam membangun kepercayaan publik pasca Pemilu 2024. Penelitian menggunakan paradigma konstruktivis dengan pendekatan kualitatif dan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dokumentasi, dan studi kepustakaan, kemudian dianalisis menggunakan model Miles, Huberman, dan Saldaña dengan bantuan perangkat lunak NVivo. Hasil penelitian menunjukkan bahwa implementasi manajemen krisis dilakukan secara sistematis melalui identifikasi isu, media monitoring, early warning system, analisis sentimen, koordinasi Tim Manajemen Krisis, serta penerapan Pedoman Manajemen Krisis sebagai dasar pengambilan keputusan komunikasi. Strategi komunikasi krisis diterapkan secara adaptif melalui diminish strategy, bolstering strategy, dan rebuild strategy yang didukung komunikasi publik yang transparan, akurat, dan konsisten sehingga mampu memperkuat reputasi organisasi dan membangun kepercayaan publik. Penelitian ini menghasilkan Model Integratif Implementasi Manajemen Krisis Humas dalam Membangun Kepercayaan Publik yang mengintegrasikan identifikasi krisis, implementasi pedoman, strategi komunikasi krisis, komunikasi publik, dan evaluasi berkelanjutan sebagai satu siklus manajemen krisis pada organisasi sektor publik.
	ABSTRACT
Keywords: <i>Public Relations; Crisis Management; Crisis Communication; Public Trust; Bawaslu RI; Situational Crisis; Communication Theory</i>	<i>The increasing complexity of public communication during Indonesia's 2024 General Election heightened the risk of communication crises driven by misinformation, disinformation, political polarization, and intense public scrutiny of the General Election Supervisory Agency of the Republic of Indonesia (Bawaslu RI). These conditions required the agency's Public Relations division to implement effective crisis management and crisis communication strategies to maintain institutional reputation while strengthening public trust. This study aims to analyze the implementation of crisis management by the Public Relations division of Bawaslu RI and to examine the crisis communication strategies employed to build public trust following the 2024 General Election. The research adopted a constructivist paradigm using a qualitative case study approach. Data were collected through in-depth interviews, observation, document analysis, and literature review, and analyzed using the Miles, Huberman, and Saldaña interactive model supported by NVivo software. The findings</i>

indicate that crisis management was implemented systematically through issue identification, media monitoring, an early warning system, sentiment analysis, coordination of the Crisis Management Team, and the implementation of Crisis Management Guidelines as the basis for communication decision-making. Crisis communication strategies were adaptively implemented through diminish, bolstering, and rebuild strategies supported by transparent, accurate, and consistent public communication, thereby strengthening institutional reputation and enhancing public trust. This study proposes an Integrative Public Relations Crisis Management Model for Building Public Trust, integrating crisis identification, crisis management guideline implementation, crisis communication strategies, public communication, and continuous evaluation into a comprehensive crisis management cycle for public sector organizations.

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1. Introduction

The development of digital technology has fundamentally changed the pattern of public communication between the government and the public. The use of social media, digital platforms, and various internet-based communication channels allows information to spread quickly without being limited by space and time. This creates opportunities for public institutions to expand access to information and increase transparency, but at the same time also increases the risk of spreading misinformation, disinformation, hoaxes, and various forms of information manipulation that can affect public perception of public institutions (Srg, Rika Aulia Maharani 2024). In this context, public communication is no longer seen as a mere information delivery activity, but has developed into a strategic instrument in building legitimacy, accountability, and public trust in the administration of government. Organization for Economic Co-operation and Development (Organisation for Economic Co-operation and Development/OECD) emphasized that effective public communication is one of the important foundations in strengthening open governance, improving the quality of public services, and strengthening public trust in state institutions (OECD) 2021). This view is also reinforced by Canel who states that public sector communication should be directed to build sustainable relationships between governments and citizens through transparent, participatory, and public-interest-oriented communication (Canel 2021).

The implementation of the 2024 General Election shows that the challenges of public communication in state institutions are increasingly complex as the intensity of the use of digital media in shaping public opinion increases. The political dynamics that develop during the election stages encourage the high flow of information about the implementation of elections, ranging from news about alleged violations, disputes over the election process, money politics, the neutrality of organizers, to various narratives that develop through social media (Fanandi, Akhmad Rizal 2025). The speed of the dissemination of information causes public perception of election organizers and

supervisors to be formed in a short period of time without always being based on verified information. This situation puts election organizing institutions in a vulnerable position to communication crises because every decision and action taken becomes the object of public attention at large. Law Number 7 of 2017 mandates the General Election Supervisory Agency of the Republic of Indonesia (Bawaslu RI) to carry out the functions of prevention, supervision, enforcement of violations, and dispute resolution in the election process so that the credibility of the institution is highly determined by its ability to maintain public trust through effective public communication (R. Indonesia 2017).

The strategic position of the Bawaslu of the Republic of Indonesia as an election supervisory institution makes the public relations function have an increasingly important role in managing various issues that develop during and after the 2024 election (Padilah, Khoiril 2023). Various allegations regarding institutional independence, the spread of hoaxes, political polarization, and the increase in public conversation in the digital space require Bawaslu Public Relations not only to play the role of an information provider, but also as a crisis communication manager who is able to detect issues early, control crisis escalation, and maintain the organization's reputation. Awareness of the importance of crisis communication governance is realized through the issuance of Bawaslu Regulation Number 14 of 2024 concerning Public Relations Governance and the Decree of the Chairman of the Bawaslu of the Republic of Indonesia Number 311/HM/K1/09/2024 concerning Crisis Management Guidelines. The two regulations provide an operational basis regarding crisis identification, crisis level classification, formation of Crisis Management Team, preparation of communication strategies, and post-crisis evaluation as part of strengthening institutional communication governance (B. P. P. U. R. Indonesia 2024).

The existence of these regulations shows that normatively Bawaslu already has a relatively comprehensive crisis management system. Empirical conditions in the field show that the implementation of crisis management still faces various challenges. The intensity of media reports, the high level of public activity on social media, and the development of narratives that question the independence and credibility of Bawaslu show that the existence of guidelines has not been fully able to reduce negative perceptions that develop in the public space. This situation indicates that the effectiveness of crisis communication is not only determined by the availability of regulations or the amount of information published, but also influenced by the organization's ability to implement communication strategies that are in accordance with the characteristics of the crisis faced. Coombs explained that the success of an organization in dealing with a crisis depends on the accuracy of the selection of a response strategy so that it can reduce the attribution of public responsibility and maintain the organization's reputation (Coombs 2019). That perspective is in line with Excellence Theory developed by Grunig, Grunig, and Dozier that places public relations as a function of strategic management to establish symmetrical two-way communication between the organization and the public (James E. Grunig, Larissa A. Grunig 2002).

Studies on crisis communication in election organizing institutions have actually developed in recent years. Asep Saepurohman and Siti Komsiah's research examines the

crisis communication strategy of the General Election Commission in compiling voter lists using a perspective Situational Crisis Communication Theory (SCCT), with the finding that the strategy used by the KPU is more towards the Deminish and bolstering (Komsiah 2023). The research by Tambun, Zebua, and Tambun discusses inter-agency communication and information dissemination between the KPU and Bawaslu in the success of the 2024 election, including crisis communication aspects in the partnership between the two institutions (Frien Jones Tambun, Frendianus J. R. Zebua 2023). The research published by students of UIN Syarif Hidayatullah Jakarta highlights the Public Relations strategy of the South Jakarta City Bawaslu in forming public trust through Instagram social media (Male 2024). Hidayah Research (2023) from Hasanuddin University analyzed the public relations management of the Makassar City Bawaslu in dealing with a public crisis after the hacking of the institution's website (S 2023). Meanwhile, Anasytasya and Addiansyah's research published in Journal of Administration and Public Policy Andalas University examines the public relations crisis management of the Bawaslu of Kudus Regency in responding to the campaign Money politics in the 2024 Kudus Regional Election (Addiansyah 2025). These studies have contributed to the development of public communication studies and crisis communication in election organizing institutions, but most of them still focus on communication strategies, the use of social media, or the management of issues at the regional level. The study, which specifically analyzes the implementation of crisis management of the Public Relations of the Bawaslu of the Republic of Indonesia based on the Crisis Management Guidelines after the 2024 Election in relation to the development of public trust, is still relatively limited.

This difference in focus is an important basis for this research. This study not only examines crisis communication strategies, but also analyzes the implementation of crisis management as a process that includes crisis identification, implementation of Crisis Management Guidelines, selection of crisis communication strategies, and building public trust in a series of sustainable crisis management. This approach provides a more comprehensive perspective on the relationship between the implementation of crisis communication policies and the effectiveness of public communication in election supervisory institutions. The contribution of this research is expected to enrich the development of the study of Government Public Relations and Situational Crisis Communication Theory in the context of public sector organizations, as well as provide practical recommendations for strengthening the crisis communication system in election organizing institutions in Indonesia.

This research aims to analyze the implementation of crisis management carried out by the Public Relations of the Bawaslu of the Republic of Indonesia after the 2024 Election and explain the crisis communication strategies applied in building public trust. This focus is expected to provide a deeper understanding of the strategic role of public relations in maintaining institutional legitimacy through crisis communication that is adaptive to political dynamics and the development of the digital information ecosystem.

2. Method

This research uses a constructivist paradigm with a qualitative approach and case study methods. The constructivist paradigm was chosen because the research seeks to understand the meaning built by actors towards the implementation of the Public Relations crisis management of the Bawaslu of the Republic of Indonesia after the 2024 Election. The qualitative approach allows researchers to gain a deep understanding of the crisis communication process that occurs in an organizational context, while the case study method is used to comprehensively explore a phenomenon in a real-life context so as to be able to explain the relationship between crisis management implementation and efforts to build public trust (Creswell 2014).

The research was carried out at the General Election Supervisory Agency of the Republic of Indonesia (Bawaslu RI). The research informants were selected using the purposive sampling, namely individuals who have direct involvement in the formulation of communication policies, the implementation of public communication, and the implementation of Crisis Management Guidelines within the Bawaslu RI. Primary data were obtained through in-depth interviews (in-depth interview), while secondary data was obtained through observation, documentation studies of Bawaslu Regulation Number 14 of 2024, Decree of the Chairman of Bawaslu Number 311/HM/K1/09/2024 concerning Crisis Management Guidelines, institutional reports, and various other supporting documents (Yin 2018).

Data analysis was carried out interactively using the Miles, Huberman, and Saldaña model which includes the Data Condensation, Data Display, and conclusion drawing and verification. All interview results are transcribed, then a process is carried out Coding, categorization, and identification of themes relevant to the focus of the research. To improve the systematics of the analysis, the data coding process is supported using software NVivo, thus facilitating the identification of patterns of inter-theme relationships and interpretation of the implementation of Bawaslu RI Public Relations crisis management (Matthew B. Miles, A. Michael Huberman 2020).

The validity of the data is carried out through source triangulation and technique triangulation. Source triangulation is carried out by comparing information from each informant, while technical triangulation is carried out through comparison of interview results, observations, and documentation. This step aims to increase the credibility, consistency, and validity of the findings so that the results of the research are able to comprehensively describe the implementation of Bawaslu RI Public Relations crisis management in accordance with empirical conditions in the field (Guba 1985).

3. Result and Discussion

Implementation of Crisis Management by Public Relations of Bawaslu RI

The implementation of crisis management is the main foundation in maintaining organizational communication stability, especially for public institutions that are at a high level of exposure such as the General Election Supervisory Agency of the Republic of Indonesia (Bawaslu RI). The complexity of the issue that develops during and after the 2024 election places the Public Relations of Bawaslu RI not only as a conveyor of institutional information, but also as a strategic unit responsible for identifying potential

crises, controlling the escalation of issues, and maintaining the organization's reputation through planned communication. The findings of the study show that the implementation of crisis management within the Bawaslu RI has been carried out systematically based on the Decree of the Chairman of the Bawaslu of the Republic of Indonesia Number 311/HM/K1/09/2024 concerning Crisis Management Guidelines, which regulates the stages of crisis identification, crisis analysis, crisis response, recovery, and post-crisis evaluation. The implementation shows that crisis management is positioned as a continuous crisis management process, not just a response to issues that have developed.

The findings of the study indicate that the identification stage is the entry point in the overall crisis management process. Identification activities are carried out through media monitoring, social media monitoring, reports from work units, information submitted by stakeholders, and sentiment analysis of public conversations. The information collected is then mapped based on the level of risk, intensity of the spread, and the potential impact on the organization's reputation before deciding on the form of response to take. This pattern shows that the Public Relations of Bawaslu RI does not place every issue as a crisis, but rather conducts a selection and assessment process first so that the communication strategy applied is proportional to the characteristics of the issues faced.

The process was strengthened by the testimony of Informant I-1 (Cak Ali) who explained:

"Every issue that develops is not immediately responded to, but is first analyzed with the Crisis Management Team to see the level of risk, its impact on the institution, and determine the most appropriate strategy." (I1, 2026).

The statement shows that the implementation of the Crisis Management Guidelines does not stop as an administrative document, but rather functions as a strategic decision-making instrument. Risk analysis is the main basis in determining the form of communication that will be delivered to the public so that each response given takes into account the characteristics of the issue, the level of crisis attribution, and the consequences that may be caused to the organization's reputation. This approach shows a shift in the public relations function from just a communication technician to a communication manager who has a role in the organizational decision-making process.

The findings are in line with the concept of crisis management put forward by Kathleen Fearn-Banks which emphasizes that an effective organization does not wait for a crisis to occur, but rather builds an early detection system, conducts an analysis of potential threats, and prepares a response mechanism before the crisis develops into a larger disruption (Fearn-Banks 2017). In this perspective, the implementation of Early Warning System through Media Monitoring and sentiment analysis conducted by the Public Relations of Bawaslu RI shows that the organization has adopted a proactive approach (Proactive Crisis Management) compared to reactive approaches (Reactive Crisis Management). A proactive approach allows organizations to minimize information uncertainty while accelerating the decision-making process when issues escalate.

Perspective Situational Crisis Communication Theory (SCCT) also strengthens the findings of this study. Coombs explains that the effectiveness of crisis communication is largely determined by the organization's ability to identify the type of crisis as well as the

level of attribution of responsibility before determining the communication strategy to use (Coombs 2019). The identification and analysis stages implemented by the Public Relations of Bawaslu RI show that the organization does not automatically use one communication pattern for all issues, but first evaluates the characteristics of the crisis through sentiment analysis, risk mapping, and coordination of the Crisis Management Team. Thus, the chosen communication strategy becomes more adaptive to the dynamics of information that develops in the public space.

The results of this study also expand on the findings of Asep Saepurohman and Siti Komsiah who placed issue identification as the basis for determining crisis communication strategies in the preparation of the 2024 Election voter list. The research focuses on the implementation of diminish and bolstering strategies in the context of the General Election Commission. The findings of this study show that in the context of Bawaslu RI, the implementation of crisis management is not only directed at the selection of communication strategies, but also begins with a structured organizational mechanism through the implementation of Crisis Management Guidelines, the formation of a Crisis Management Team, media monitoring system, sentiment analysis, and cross-unit coordination as the basis for the preparation of communication responses. Thus, the implementation of crisis management in Bawaslu RI shows the integration of institutional policies, managerial processes, and communication strategies in a sustainable crisis management cycle.

Based on these findings, it can be understood that the implementation of crisis management by the Public Relations of Bawaslu RI is not solely aimed at reducing developing issues, but building organizational capacity in anticipating, managing, and evaluating every potential crisis systematically. This implementation model shows that the effectiveness of crisis communication in public institutions is greatly influenced by the integration of early detection systems, risk analysis, organizational coordination, and decision-making mechanisms based on the Crisis Management Guidelines. The integration of these four aspects is an important prerequisite in maintaining institutional reputation while strengthening public trust in Bawaslu RI in the era of digital communication.

Crisis Communication Strategies in Building Public Trust

Public trust is a strategic asset for state administration institutions because it determines institutional legitimacy, the effectiveness of the implementation of duties, and public acceptance of every policy taken. In the context of the 2024 elections, the increasing intensity of news, the spread of disinformation, hoaxes, and political polarization make crisis communication the main instrument in maintaining the credibility of the Bawaslu of the Republic of Indonesia. The findings of the study show that the crisis communication strategy implemented by the Public Relations of Bawaslu RI is not only directed to respond to developing issues, but also to rebuild public trust through fast, transparent, consistent, and fact-based communication. The strategy is implemented through the preparation of holding statements, press conferences, press release publications, optimization of official social media, and coordination of communication across units so that the information conveyed to the public remains uniform and accurate.

The results of the study show that the Public Relations of Bawaslu RI applies an adaptive communication approach in accordance with the characteristics of the issues faced. Each issue that develops is first analyzed through media monitoring and sentiment analysis before determining the most appropriate form of response. This approach allows organizations to distinguish between issues that are adequately addressed through clarification, issues that require an official explanation from the leadership, and issues that must be addressed through the Crisis Management Team mechanism. Thus, crisis communication is not carried out uniformly, but is adjusted to the level of risk and potential impact on the reputation of the institution. One of the informants explained that public communication should not be done in a hurry because every official statement of the institution will affect the public's perception of the independence of Bawaslu.

"Our principle is to convey the right information, not just be the first. Every statement must go through a verification process so as not to cause new misunderstandings in the community." (I2, 2026)

The statement shows that the crisis communication strategy of the Public Relations of Bawaslu RI prioritizes the principle of accuracy rather than speed alone. In public organizations, information that is conveyed in a hurry without verification has the potential to increase information uncertainty and reduce the level of public trust. Therefore, the verification process is an integral part of the crisis communication strategy implemented by Bawaslu RI.

The findings of the study also show that social media is used as the main channel in building two-way communication with the community. Instagram, X, Facebook, TikTok, YouTube, and the official Bawaslu website are used to convey clarifications, election education, supervision results, and explanations of various issues that develop. The use of these various platforms shows that crisis communication strategies are not only oriented towards the dissemination of information, but are also directed to build public engagement through interaction with the community. Digital media management is important because the digital space is the main arena for shaping public opinion during and after the 2024 elections.

The results of the next study show that the communication strategy of Bawaslu RI Public Relations is dominated by the application of diminish strategy, bolstering strategy, and rebuild strategy as described in the Situational Crisis Communication Theory (SCCT). The diminish strategy is applied through providing explanations of emerging issues to reduce negative perceptions of the public. The bolstering strategy is realized by reaffirming the organization's commitment, track record, and achievements in overseeing the integrity of elections. The rebuild strategy is carried out through the delivery of clarifications, increasing information transparency, and strengthening communication with the media and stakeholders to restore public trust after the emergence of issues that have the potential to reduce the reputation of the institution.

The implementation of these three strategies shows that crisis communication within the Bawaslu RI is not oriented to the defense of the organization alone, but is directed to reduce information uncertainty while strengthening the relationship between the organization and the community. This condition is in line with Coombs' view that the

choice of communication strategy must consider the level of attribution of organizational responsibility so that the response provided is able to protect reputation while maintaining the trust of stakeholders (Coombs 2019). In the context of this study, the communication strategy applied by the Public Relations of Bawaslu RI shows the ability of the organization to adjust the form of response based on the characteristics of the crisis so that the communication carried out becomes more proportionate and effective.

The findings of the study also show that the success of crisis communication strategies is influenced by strong internal coordination. Public relations does not work independently, but collaborates with leadership, technical bureaus, and the Crisis Management Team to ensure that each information published has a substantive suitability and does not give rise to different interpretations in the public space. The coordination mechanism strengthens the public relations function as part of the organization's strategic management, not just as a technical implementer of publications. This perspective is in line with Excellence Theory developed by Grunig, Grunig, and Dozier, who placed public relations as a management function that builds symmetrical two-way communication between the organization and the public so as to create a mutually beneficial relationship (James E. Grunig, Larissa A. Grunig 2002).

The results of this study expand on Putra's findings which emphasize the importance of the use of social media in building public trust in the South Jakarta City Bawaslu. The research focuses more on digital content management, while this study shows that the effectiveness of crisis communication does not only depend on the media used, but is also influenced by the integration between the issue identification process, organizational coordination mechanisms, the implementation of Crisis Management Guidelines, the selection of communication strategies based on SCCT, and the evaluation of communication on an ongoing basis. Thus, the building of public trust is the result of the overall crisis management process, not solely due to the intensity of information publication.

Based on these findings, it can be understood that the crisis communication strategy of the Public Relations of Bawaslu RI functions as a mechanism to reduce information uncertainty, maintain the consistency of organizational messages, and strengthen institutional legitimacy in the midst of political dynamics and digital communication. Public trust is built through the integration of information transparency, fast but verified response, cross-unit coordination, and the use of digital media as a space for dialogue with the community. These findings show that the effectiveness of crisis communication in public institutions is not only determined by the ability to respond to crises, but also by the ability of organizations to build sustainable relationships with the public through credible, accountable, and adaptive communication to the development of the communication environment.

Research Results Model

The synthesis of all research findings shows that the implementation of crisis management in the Public Relations of the Republic of Indonesia forms a process that takes place systematically and continuously. This study found that the success of building public trust is not only determined by the organization's ability to respond to crises, but also by

the ability to identify potential crises through media monitoring, early warning systems, sentiment analysis, and issue mapping. These stages are the basis for the implementation of the Crisis Management Guidelines which regulate the coordination of the Crisis Management Team, classification of crisis levels, risk analysis, and the preparation of communication strategies before information is conveyed to the public.

The findings of the study show that the implementation of the Crisis Management Guidelines results in communication strategies that are adaptive to the characteristics of the crisis. The RI S&P Coalition Applies a Combination of Rules Reduce Strategy, Bolstering Strategy, and Rebuild Strategy according to the level of threat to the organization's reputation (Fearn-Banks 2017). The strategy is then realized through various forms of public communication, such as Press Release, press conferences, media briefings, clarification of information, election education, and optimization of official social media of Bawaslu RI. The integration between the implementation of internal policies and communication strategies has been proven to be able to reduce information uncertainty, maintain the consistency of organizational messages, and strengthen institutional legitimacy in the eyes of the public (Coombs 2019).

Based on this synthesis, this study produced an Integrative Model for the Implementation of Public Relations Crisis Management in Building Public Trust. This model shows that public trust is the result of a crisis management cycle that begins from the identification of issues to the post-crisis evaluation. In contrast to Situational Crisis Communication Theory Emphasizing the selection of communication strategies based on crisis attribution, the model produced in this study integrates aspects of organizational governance, crisis management policy implementation, communication strategy, public communication, and continuous evaluation as a whole interrelated process. This model shows that the effectiveness of crisis communication in public sector organizations is determined by the ability to integrate managerial functions and communication functions in maintaining reputation and building public trust (James E. Grunig, Larissa A. Grunig 2002).

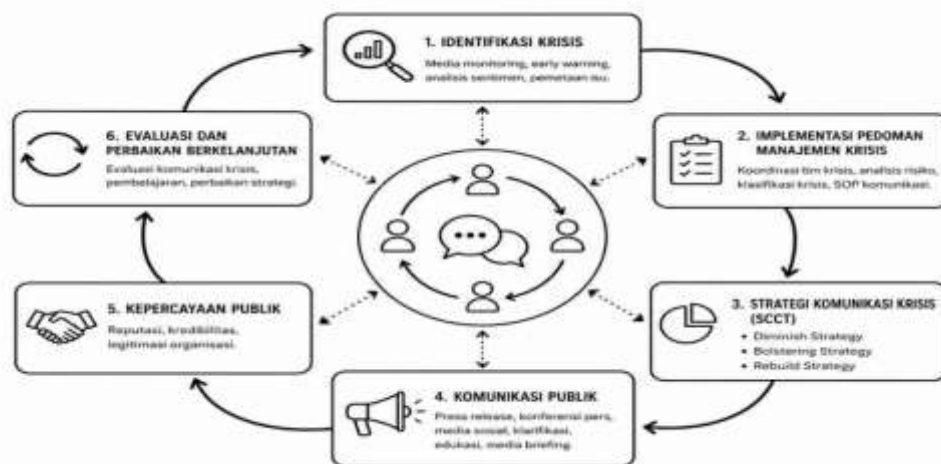


Figure 1. Integrative Model of Public Relations Crisis Management Implementation in Building Public Trust

The model confirms that crisis identification is the initial foundation that determines the overall effectiveness of the crisis communication process. The implementation of the Crisis Management Guidelines strengthens organizational coordination in determining communication strategies that are in accordance with the characteristics of the issue, while public communication functions as a medium for delivering transparent, consistent, and accountable information to the public. The public trust that is formed is then evaluated periodically through the continuous crisis management cycle mechanism, so that the results of the evaluation become input for the next crisis identification process. Thus, this model illustrates that crisis communication in Bawaslu RI Public Relations is a cyclical, adaptive, and learning-oriented process for organizational learning.

4. Conclusion

The implementation of crisis management by the Public Relations of the General Election Supervisory Agency of the Republic of Indonesia has been carried out systematically through issue identification, media monitoring, early warning system, sentiment analysis, coordination of the Crisis Management Team, and the implementation of the Crisis Management Guidelines as a basis for communication decision-making. The process shows that the public relations function not only plays a role as a conveyor of information, but also as part of the organization's strategic management in anticipating, controlling, and responding to communication crises. Crisis communication strategies implemented through the diminish strategy, bolstering strategy, and rebuild strategy approaches are able to support more transparent, accurate, consistent, and adaptive public communication so as to contribute to strengthening institutional reputation and building public trust after the 2024 election.

This research produces an Integrative Model for the Implementation of Public Relations Crisis Management in Building Public Trust that integrates the stages of crisis identification, implementation of Crisis Management Guidelines, crisis communication strategies, public communication, and continuous evaluation in one crisis management cycle. The model expands the application of Situational Crisis Communication Theory in the context of election supervisory institutions by emphasizing that the effectiveness of crisis communication is not only determined by the accuracy of communication strategies, but also by organizational readiness, communication governance, and integrated internal coordination. The findings of this research are expected to contribute to the development of the study of Government Public Relations as well as become a practical reference for Bawaslu RI and other public institutions in strengthening the crisis communication system and maintaining public trust in the era of digital communication..

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