

ABSTRAK

Fenomena pengunduran diri siswa di Sekolah Rakyat Yogyakarta menjadi perhatian publik setelah muncul pemberitaan media yang menyebutkan adanya puluhan siswa yang keluar dari program pendidikan tersebut. Munculya pemberitaan tersebut menimbulkan persepsi krisis yang berdampak pada kepercayaan masyarakat terhadap Sekolah Rakyat sebagai program pendidikan inklusif. Penelitian ini bertujuan untuk menganalisis upaya manajemen krisis yang dilakukan Sekolah Rakyat Yogyakarta dalam menangani kasus pengunduran diri siswa, strategi yang digunakan untuk menangani krisis, serta peran Humas dalam mempertahankan reputasi lembaga. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus pada SRMA 19 Bantul dan SRMA 20 Sleman. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman. Fenomena pengunduran diri siswa berkaitan erat dengan beberapa hal, seperti *homesick*, kendala adaptasi terhadap sistem sekolah berasrama, aturan yang ketat, keterbatasan akses telepon genggam, kejenuhan, serta faktor keluarga dan ekonomi. Penelitian ini mengidentifikasi perbedaan antara data yang dipublikasikan di media dengan data sekolah. Angka 29 siswa yang diberitakan merupakan data awal sebelum sekolah belum beroperasi dan berkaitan dengan proses rekrutmen oleh Kementerian Sosial. Sedangkan setelah sekolah beroperasi, jumlah siswa yang mengundurkan diri tercatat sebanyak enam siswa di SRMA 19 Bantul. Sekolah menyikapi situasi tersebut melalui pendekatan persuasif, pendampingan siswa, komunikasi dengan orang tua, dan pengelolaan komunikasi publik oleh humas. Berdasarkan SCCT, fenomena ini dikategorikan sebagai *accidental crisis* dengan strategi *diminish* dan *rebuild*, sementara berdasarkan CMPM sekolah telah melaksanakan tahapan identifikasi krisis, respons, pengelolaan informasi, serta pemulihan reputasi.

Kata Kunci: Manajemen Krisis, Sekolah Rakyat, Pengunduran Diri Siswa, SCCT, CMPM.

ABSTRACT

The phenomenon of student withdrawals at Sekolah Rakyat Yogyakarta has drawn public attention following media reports indicating that dozens of students have left the educational program. These reports have created a perception of a crisis that has impacted public trust in Sekolah Rakyat as an inclusive educational program. This study aims to analyze the crisis management efforts undertaken by Sekolah Rakyat Yogyakarta in handling cases of student withdrawals, the strategies used to manage the crisis, and the role of the public relations department in maintaining the institution's reputation. The study employs a qualitative method using a case study approach at SRMA 19 Bantul and SRMA 20 Sleman. Data were collected through interviews, observations, and documentation and then analyzed using the Miles and Huberman model. The phenomenon of student withdrawals is closely related to several factors, such as homesickness, difficulties adapting to the boarding school system, strict rules, limited access to cellphones, and boredom, as well as family and economic factors. This study identified discrepancies between data published in the media and school records. The reported figure of 29 students was preliminary data from before the school began operations and pertained to the recruitment process conducted by the Ministry of Social Affairs. After the school began operations, the number of students who withdrew was recorded as six at SRMA 19 Bantul. The school addressed the situation through a persuasive approach, student mentoring, communication with parents, and public relations management by the public relations office. Based on the SCCT framework, this phenomenon is categorized as an accidental crisis requiring “diminish” and “rebuild” strategies, while according to the CPM framework, the school has implemented the stages of crisis identification, response, information management, and reputation recovery.

Keywords: Crisis Management, Sekolah Rakyat, Student Withdrawal, SCCT, CPM.