ABSTRAK

Kasus keracunan Program Makan Bergizi Gratis (MBG) di SMAN 1 Yogyakarta menimbulkan perhatian publik dan berpotensi memengaruhi kepercayaan masyarakat terhadap pelaksanaan program pemerintah. Situasi tersebut mendorong Pemerintah Daerah Istimewa Yogyakarta untuk melakukan berbagai upaya komunikasi dalam menangani krisis yang terjadi. Penelitian ini bertujuan untuk menganalisis strategi komunikasi krisis Pemerintah Daerah Istimewa Yogyakarta dalam menangani kasus keracunan Program Makan Bergizi Gratis (MBG) di SMAN 1 Yogyakarta berdasarkan *Situational Crisis Communication Theory* (SCCT). Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan paradigma konstruktivisme. Data diperoleh melalui wawancara, dokumentasi, dan studi kepustakaan. Informan penelitian terdiri atas Koordinator Humas Pemerintah Daerah Istimewa Yogyakarta sebagai representasi pemerintah daerah dalam penanganan komunikasi krisis, Kepala SPPG Wirobrajan sebagai pelaksana program, serta Kepala SMAN 1 Yogyakarta sebagai pihak yang mengalami secara langsung dampak dari kasus keracunan Program Makan Bergizi Gratis. Berdasarkan analisis SCCT, melalui Humas Pemerintah Daerah Istimewa Yogyakarta menerapkan kombinasi *diminish strategy*, *rebuild strategy*, dan *bolstering strategy*, dengan *rebuild strategy* sebagai strategi yang paling dominan. Penelitian ini juga menemukan bahwa komunikasi krisis yang dilakukan pemerintah tidak berdiri sendiri, tetapi didukung oleh tindakan korektif yang dilakukan oleh pelaksana program sebagai bagian dari upaya pemulihan kepercayaan publik. Temuan penelitian menunjukkan bahwa strategi komunikasi krisis yang dilakukan Pemerintah Daerah Istimewa Yogyakarta cukup membantu menjaga stabilitas situasi pada tahap awal krisis. Namun demikian, penurunan jumlah peserta Program Makan Bergizi Gratis setelah kejadian menunjukkan bahwa pemulihan kepercayaan publik tidak hanya ditentukan oleh komunikasi yang dilakukan pemerintah, tetapi juga oleh keberhasilan implementasi perbaikan operasional yang dirasakan langsung oleh penerima manfaat.

Kata Kunci: komunikasi krisis, SCCT, Humas Pemerintah Daerah Istimewa Yogyakarta, Program Makan Bergizi Gratis, kepercayaan publik.

ABSTRACT

The food poisoning incident related to the Free Nutritious Meal Program (Makan Bergizi Gratis / MBG) at SMAN 1 Yogyakarta attracted public attention and had the potential to affect public trust in the implementation of government programs. This situation prompted the Government of the Special Region of Yogyakarta to undertake various communication efforts in responding to the crisis. This study aims to analyze the crisis communication strategy employed by the Government of the Special Region of Yogyakarta in handling the food poisoning case of the Free Nutritious Meal Program (MBG) at SMAN 1 Yogyakarta based on the Situational Crisis Communication Theory (SCCT). This research employs a qualitative approach using a case study method within a constructivist paradigm. Data were collected through interviews, documentation, and literature review. The research informants consisted of the Public Relations Coordinator of the Government of the Special Region of Yogyakarta as the representative of the regional government in managing crisis communication, the Head of SPPG Wirobrajan as the program implementer, and the Principal of SMAN 1 Yogyakarta as the party directly affected by the food poisoning incident. Based on the SCCT analysis, the Government of the Special Region of Yogyakarta, through its Public Relations Office, implemented a combination of diminish strategy, rebuild strategy, and bolstering strategy, with rebuild strategy emerging as the most dominant approach. The study also found that the government's crisis communication efforts did not stand alone but were supported by corrective actions undertaken by the program implementer as part of the process of restoring public trust. The findings indicate that the crisis communication strategy adopted by the Government of the Special Region of Yogyakarta was effective in maintaining situational stability during the early stage of the crisis. However, the decline in the number of participants in the Free Nutritious Meal Program following the incident suggests that the restoration of public trust was influenced not only by the government's communication efforts but also by the successful implementation of operational improvements perceived directly by the program beneficiaries.

Keywords: *crisis communication, SCCT, Public Relation Special Region of Yogyakarta Provincial Government, Free Nutritious Meal Program, public trust.*