



Pertamina's Public Relations Communication Strategy in Dealing with the Plumpang Integrated Terminal Fire: Case Study of Corporate Crisis Communication in Dealing with Fire Victims

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Abstract

The fire incident at the Pertamina Plumpang Integrated Terminal that occurred in March 2023 was a disaster that resulted in casualties and losses for residents around Plumpang. The coverage of the Plumpang incident had a direct impact on the company's image and reputation. This is where public relations communication strategies play a role in restoring public trust as a form of post-disaster handling. The author uses descriptive qualitative analysis by applying issue life circle analysis to examine the findings regarding case handling. The research results show that the handling of the Plumpang Integrated Terminal fire tragedy crisis was carried out by adopting policies based on the results of discussions between Pertamina, affected residents and stakeholders, such as the program for creating an Integrated Information Post, the Sire Emergency Response program and the Emergency Training program. Handling efforts are divided into three stages, namely short term strategy, with responsive handling through the Pertamina Peduli program, medium term, by building an Integrated Information Post, and long term, by conducting level 2 emergency simulation training. Pertamina's public relations communication strategy in handling The Plumpang Integrated Terminal fire tragedy was carried out through personal communication by holding discussions with community leaders related to the Integrated Information Post. Personal communication is also carried out by approaching residents, using empathy strategies to provide two-way communication while knowing the facts on the ground, conducting blusukan related to needs, complaints and desires in the event of the Plumpang Integrated Terminal fire tragedy.

Introduction

In March 2023, a fire incident occurred at the Plumpang Integrated Terminal, North Jakarta. This incident occurred on Friday night, March 3, 2023 because the pipeline at the Fuel Oil Terminal (TBBM) in the area caught fire. It is reported that the Jakarta Fire and Rescue Service (Gulkarmat) has deployed 52 units of fire engines and 250 personnel to support extinguishing efforts at the scene. This fire disaster then claimed 13 lives and 49 burn victims. In addition, there are reports that there are 442 families who became survivors after the fire disaster that occurred. This is because the location of the fuel terminal owned by Pertamina is in a residential area, on Jalan Tanah Merah Tengah (Mutiah et al., 2023; Al Akmal et al., 2024).

As the largest state-owned company that supplies fuel to almost all regions in Indonesia, the fire incident at the Integrated Terminal Plumpang Jakarta has had a significant impact on Pertamina's reputation. The credibility and reputation that had been built over the years were clearly affected by this incident. Pertamina's ability to survive this crisis largely depends on how strong and broad the reputation has been formed, especially whether the public really feels the benefits of Pertamina's presence. The development of a good reputation is highly dependent

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on the role of the public relations officer as the company's vanguard in forming a positive image in the minds of stakeholders and the community. In building a company's reputation, not only quality and beneficial products are needed for society, but also attention to social and environmental aspects (Babatunde, 2022; Yulianti & Boer, 2020).

The success of a company in running a business is not far from the role of public relations. This role also affects the company's innovation competence and aims to improve the company's image in the eyes of the public, so that the public relations communication strategy leads to an improvement in the company's image. Therefore, the role of CSR (Corporate Social Responsibility) is also very significant in building this reputation. Corporate CSR is an important and integrated part of the company's strategy and identity, and is the spearhead in handling the crises faced by the Company (Aini & Rahmanto, 2022; Widiargun et al., 2024).

Facing the case of the fire incident at the Integrated Terminal Plumpang, the communication strategy process became a homework for the public relations team to rebuild the company's image and public trust. Because when reported from media reports, this tragedy caused a micro-scale demonstration at the event location, namely in Plumpang, and also on a macro scale at the national level. It is reported that Pertamina's various demands for liability for losses experienced by residents, both in terms of material and non-material, as well as liability for the fall of victims due to the incident. These activities will of course cause the company's management activities to be hampered in handling fire cases (Ananda Hermawan et al., 2024; Zuhdi & Ayuningtyas, 2024).

The crisis communication phenomenon that occurred to Pertamina due to the Plumpang Integrated Terminal fire tragedy is one example of a crisis that can threaten the company's performance. Communication of public relations crises that are not carried out properly by the company will cause a source of problems that cause the company's reputation to be bad. Therefore, the company must immediately solve these problems not only through the implementation of good crisis communication but also provide a solution to the tragedy that occurred so that it can restore the company's trust in the eyes of the public (Wulandari, 2013). Therefore, the author tries to analyze the crisis that occurred using the Issue Life Circle analysis to analyze the fire tragedy of the Plumpang Integrated Terminal. Issue Life Circle directs organizations to resolve issues by minimizing losses due to issues into four stages, namely Origin Potential Issue, Emerging Issue, Current and Crisis Issue and Dormant Issue. Issue management analysis is a systematic process to identify, evaluate, and respond to issues that affect the company's image (Regester & Larkin, 2005).

Through this research, the author seeks to summarize and find out how the process of designing and implementing Public Relations, as well as Pertamina's communication strategy to handle the crisis of victims handling the aftermath of the Plumpang Integrated Terminal fire tragedy.

Methods

The crisis case that befell Pertamina is a complex and in-depth incident to describe. Holistic research illustrates that crisis resolution is needed to describe findings in the form of descriptive analyses. This is also the basis for the author to conduct a descriptive qualitative analysis to deeply understand how communication strategies are applied in crisis situations, especially in the context of the Plumpang Integrated Terminal fire. This approach focuses on collecting qualitative data such as interviews, observations, and document analysis to provide a comprehensive picture of the communication strategies used. Here are the steps that can be taken in a descriptive qualitative analysis (Kusumastuti & Khoiron, 2019; Moleong, 2021).

In this study, the researcher conducted an analysis using Issue Life Circle analysis to analyze the fire tragedy of the Plumpang Integrated Terminal. Issue Life Circle directs organizations to

resolve issues by minimizing losses due to issues into four stages, namely Origin Potential Issue, Emerging Issue, Current and Crisis Issue and Dormant Issue. At the Origin Potential Issue stage, it will be carried out when the issue begins to surface and threatens the company's reputation. Companies tend to seek support to lead good opinions in the midst of issues that are currently affecting the company (Regester & Larkin, 2005).

The Emerging Issue stage will be under pressure from a group of people related to the issues that are circulating. The community will carry out a mediation process to get the best way to handle the problem. The company will take action by providing defense and attention that is proportional to comparable values, professions, and opinions so as not to make the issue fatal. The company also seeks to build opinion in the mass media so that it becomes a public issue and becomes part of the public opinion policy process.

The current and crisis issue stage is carried out by the company by starting to resolve conflicts by minimizing losses. The issue has developed into a more serious phase and it has become difficult to change the issue because it has been led by public opinion that spreads with high intensity. In this case, it is necessary to intervene from related parties to provide faster solutions to problems that occur.

The dormant issue stage is a settlement stage by setting policies as an effort by the company to defuse conflicts that will take much longer. This stage shows that the organization is considered to have been able to face the issue without having to enter the crisis circle, then the issue will disappear. Unless there is a new issue that has relevance to the previous issue, it can allow the company to deal with a warning situation only.

The collected data will be processed to understand the meaning obtained through a series of the following processes: (1) Reducing data by determining, filtering, and focusing the collected data to get an image that is in accordance with the research objectives. (2) Presenting data, namely the process of compiling data systematically so that it can provide a complete picture for conclusions. Data classification is an important part of presenting data based on the subject matter. (3) Verification and conclusion drawn, where the concept and meaning of the data obtained will be adjusted to the research objectives.

Results and Discussion

The Plumpang Integrated Terminal fire occurred on the night of March 3, 2023. The Plumpang Integrated Terminal fire is located in Koja sub-district which is included in Rawa Badak Selatan Village, Koja District, North Jakarta Municipality, precisely on Jalan Tanah Merah Bawah RT 12 RW 9. It is suspected that the temporary fire of the Pertamina Plumpang TBBM (Fuel Oil Terminal) was due to being struck by lightning. The fire did not occur in the fuel storage tank, but in the distribution pipe to the tank. The fire was caused by the appearance of fire coming from the fuel inlet pipe which is located close to the residential barrier wall. The inlet pipeline is a 221-kilometer fuel line that connects from the Balongan Indramayu Refinery to the Plumpang Fuel Terminal, North Jakarta. The 16-inch diameter inlet pipe is a fuel delivery facility from the Balongan Refinery to the Plumpang TBBM for retail needs. The role of the Plumpang fuel terminal supports fuel supply to 790 petrol stations in the Greater Jakarta and Banten areas. Plumpang fuel oil is a strategic TBBM owned by Pertamina. TBBM Plumpang supplies around 20% of daily fuel needs in Indonesia, or around 25% of Pertamina's total petrol station needs.

The author then conducted a dialogue with research informants to find a clear explanation of Pertamina's public relations communication strategy in handling victim crisis cases after the Plumpang Integrated Terminal fire tragedy. The public relations party explained:

"This incident has become national news. Therefore, the first thing Pertamina did was Responsive Activities. These activities are activities that are carried out responsively, such as Evacuation Posts, logistical assistance, health assistance, and others. Furthermore, it provides temporary housing. This was done because their place of residence was burned, and it was impossible for them to stay in the evacuation post for months. So, we (Pertamina) are discussing temporary housing for the victims. Here we are not moving alone, we are discussing or collaborating with the local government. We also listen to the aspirations of residents and other stakeholders. There are several options for temporary housing for the victims, such as flats, contract rentals, and others'.

Based on the results of the dialogue, it was explained that the first action taken by the company as a form of handling victims of the Plumpang Integrated Terminal fire tragedy was to carry out responsive activities by creating evacuation posts, providing logistical assistance and health assistance to affected residents. The company also held discussions with local governments and stakeholders regarding housing policies. In this case, policy-making is not carried out unilaterally by the company, but based on suggestions from the local government and the aspirations of victims and stakeholders. This is done so that the policy taken is not only a form of accountability, but also provides benefits for the recipients, namely the victims of the Plumpang Integrated Terminal fire tragedy.

"The data collection post for the property of affected residents is through the Integrated Information Post in Koramil Koja, there is also a trauma healing post. And we made a One Stop Service or Call Center for Ring 1 residents, actually there is a Pertamina 135 Call Center already in the form of a business, while there are already a lot of affected residents and psychologically, they (affected residents) are more emotionally psychologically not very good. Therefore, we made discussions with community leaders. at the Integrated Information Post notify residents of the flow or process of replacing houses, vehicles and property of affected residents; first, re-data collection of property losses from affected residents; second, Verification I (Data Collection), so verification is carried out, for example, whether the property consists of a one- or two-door refrigerator, an adult or children's bicycle, the property is detailed in this Verification I; the third is Verification II, where we immediately negotiate the price, at the same time Pertamina is not an agency authorized to calculate and provide prices"

The tragedy of the Plumpang Integrated Terminal fire not only left grief for residents who lost their property, but also gave a sense of trauma to local residents. In overcoming these problems, the Government provides trauma services to residents. Pertamina established the Trauma Healing Post to provide emotional and psychological trauma services to victims. In addition, the Integrated Information Post was also established by Pertamina to provide explanations to residents related to the compensation flow that can be submitted by affected residents to get compensation from Pertamina (Wirandaru et al., 2023).

'We collaborated with three stakeholders, the first is KJPP named Johnny Farel and Partner, the second is PT Pegadaian. The pawnshop is the daily task of assessing the residents' assets, including gold, vehicles, and others. The third stakeholder is the Department of Cipta Karya and Spatial Planning. Yes, for buildings, the Cipta Karya and Spatial Planning Office used to have the same task as PUPR, but for the level of the North Jakarta City Government, it is now on them. At the same time, we (Pertamina) built an Integrated Information Post, built communication, and negotiations. And indeed the stage that makes the flow of this replacement process long, verification and negotiation'

Stakeholder engagement aims to ensure that the compensation provided is in accordance with the residents' losses. Stakeholders provide assistance for residents to determine the price of compensation for the goods that are burned and manage the conditions needed to submit a claim for assistance from Pertamina (Mutiah et al., 2023).

'Furthermore, which is a form of solution to this incident, which was abbreviated as SERT or Sire Emergency response team. The program is PKD/SKD. It was like emergency training. Emergency Training is called Emergency Simulation. So the level 2 emergency simulation involves the ring 1 community. That's the program we made that involves the community directly. Not only the figures, but also the direct residents who we will take sampling 100 from all the airways in ring 1. So, actually, this program is a program that must be routine for Pertamina. But because there are incidents that occur that are quite large and at the national level, we want to be more regular. Because previously we were only internal. What if there is a fire? If there is any incident, only Pertamina people know'

Pertamina conducts emergency simulations by providing training to residents to deal with emergency situations. In the trainer, a rescue simulation during a disaster, an emergency evacuation route mechanism and a disaster alarm simulation were carried out. This is a knowledge material for residents to anticipate the occurrence of unwanted things when a disaster occurs and quickly respond to residents in rescue when a disaster occurs.

Based on the results of an interview with Pertamina Patra Niaga's Public Relations, efforts to design and implement post-fire mitigation efforts at the Plumpang Integrated Terminal fire are carried out in three stages, namely short-term, medium-term, and long-term efforts. Short-term efforts are carried out by building evacuation posts for affected victims who do not have a place to live, logistics posts and health posts.

Medium-term efforts are made with the establishment of an Integrated Information Post to accommodate the aspirations of residents and is a post to get compensation for property losses received by residents during the Plumpang Integrated Terminal fire tragedy. The implementation of compensation is carried out by Pertamina by collaborating with stakeholders such as the local government, third parties, namely KJPP, PT Pegadaian and the Department of Cipta Karya and Spatial Planning, Danramil, Police, and others (Widiargun et al., 2024).

The Integrated Information Post informs residents of the flow or process of replacing houses, vehicles and property of affected residents, first re-data on property losses from affected residents, second Verification I (Data Collection), so verification is carried out, for example, whether the property consists of a one- or two-door refrigerator, adult or children's bicycles, the property is detailed in this Verification I and the third is Verification II, negotiating prices, at the same time Pertamina is not an agency authorized to calculate and provide prices.

The flow of services at the Integrated Information Post is presented in Figure 2.

Flow of Post Services

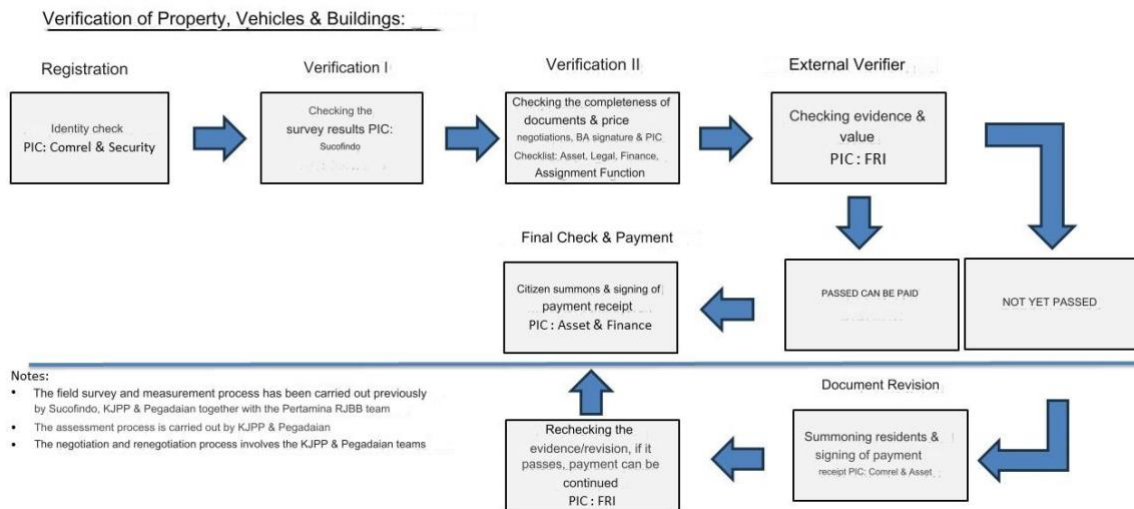


Figure 2. Service Flow at the Integrated Information Post

The implementation of medium efforts carried out by Pertamina has reached 80% success. This means that as much as 80% of the losses experienced by residents have been channeled to the residents concerned. Before distributing the goods, Pertamina conducted a survey of residents' losses that required reimbursement with the following results:

Table 1. Progress of Handling Reimbursement for Fire Losses at Plumpang Integrated Terminal

Dashboard Handling Post Military District Command Koja RW 09							
Category	Number of Survey Results	Handling Progress Replacement					Information
		Appraisal Process	Verification I (Posko)	Agreement Citizen (BA)	Verifier II (External Verified)	Payment	
House / Building	56	56	48	48	36	36	36 buildings Already paid 56 vehicles Already paid
Vehicle RW 01 2 Wheels	70	70	65	64	57	56	There are 6 additional vehicles Because Formerly going back to the village, 1 no agree to transfer
Vehicle RW 01 4 Wheels	12	12	12	12	12	11	93.3% will quick paid 1 additional newly verified car
Assets RW 01	2234	2234	2234	2234	1,418	1,418	63.47% of assets object Already paid
Money Rent / Contract August RW 01	63	passed	passed	63	passed	63	100% Rp. 1,200,000/family
Money Rent / Contract September RW 01	53	passed	passed	53	passed	53	100% Rp. 1,200,000/ family, Already minus the building paid off
Money Rent / Contract October RW 01	37	passed	passed	37	passed	37	100% Rp. 1,200,000/ family, already minus the building paid off

Money Rent / Contract November RW 01	20	passed	passed	20	passed	20	100% Rp. 1,200,000/ family, already minus the building paid off
Dashboard Handling Post Military District Command Koja RW 09							
Category	Number of Survey Results	Handling Progress Replacement					Information
		Appraisal Process	Verification I (Posko)	Agreement Citizen (BA)	Verifier II (External Verified)	Payment	
House / Building	52	22	22	22	0	0	Already Field survey & Measurement conducted by KJPP & Pegdaian to 10 families July 28, 2023. 22 buildings from 9 owners.
Vehicle RW 09 2 Wheels	9	9	9	9	8	8	93.3% there is additional 1 vehicle
Vehicle RW 09 4 Wheels	4	4	4	4	4	4	100%
Assets RW 09	781	781	781	781	186	186	Paid 19 people, nominal Rp131,922,000 from 411,412,500
Money Rent Contract June RW09	24	passed	passed	passed	24	24	1,200,000/family
Money Rent Contract July - November RW 09	7	passed	passed	passed	7	7	Paid every month a number of Rp. 1,200,000/family

The progress of Pertamina's compensation distribution for the Plumpang Integrated Terminal fire tragedy is presented in Table 3.1 Compensation provided by Pertamina to residents as a form of company accountability for the Plumpang Integrated Terminal fire tragedy which caused residents to lose their families and property and caused psychological trauma for residents. In addition, the Company also makes long-term efforts by simulating emergencies by providing training to residents to deal with emergency situations. In the trainer, a rescue simulation during a disaster, an emergency evacuation route mechanism and a disaster alarm simulation were carried out. This is a knowledge material for residents to anticipate the occurrence of unwanted things when a disaster occurs and quickly respond to residents in rescue when a disaster occurs.

Table 2. Progress of Pertamina's Compensation Distribution for the Plumpang Integrated Terminal Fire Tragedy

Information	Amount	Progress	Distributed
Help shelters temporary	Rp . 5.6 million / family for March -May Extension Rp . 1.2 million / month per family	Distributed to 247 families for cost rented house March, April and May	100% for March -May As Per with claim For June - Sept
		1 Month Extension (June) granted to 139 residents (RW 01) and 23 residents (RW09)	
		Extension Limited Month July given to 61 residents (RW 01) and 7 residents (RW09)	
		Extension Limited Month August given to 63 residents (RW 01) and 7 residents (RW09)	

		Extension Limited September was given to 53 residents (RW 01) and 7 residents (RW 09)	
		Extension Limited Month October given to 37 residents (RW 01) and 7 residents (RW09)	
		Extension Limited November was given to 20 residents (RW 01) and 7 residents (RW 09)	
Replacement building totally damaged	78 Unit	Already paid 36 buildings	46.2%
Replacement vehicle 2 Wheels	79 Unit	57 units has paid	73%
Replacement vehicle 4 wheels	16 Unit	15 units has paid, 1 additional unit will quick paid	93.3%
Substitution treasure object	2933 items	1,603 have paid	56.3%

Furthermore, discussing how the post-tragedy public relations communication strategy is, the author summarized that there are a series of procedures carried out by Pertamina to deal with national-scale news (Zuhdi & Ayuningtyas, 2024).

"Comunication Pack for the Process of Determining the Value of Replacing Buildings on Fire. So here is it (while looking at the Communication Pack) there are 4 principles that must be held; The first is an independent expert, so we always communicate that for the replacement value, we (Pertamina) are not the ones who assess; the second is Accountable; the third is transparent; the fourth is Fair. Then we classify for assessment to be carried out on the basis of replacement and not assistance based on 3 conditions of the house, namely Semi-Permanent; Permanent 1 floor; and Permanent 2 floors"

Replacement of burned buildings by involving experts. This is done so that replacement activities are carried out in an accountable and transparent manner. In addition, the accountability carried out by Pertamina is also a form of CSR implementation oriented to the social conditions of the community, especially to residents affected by the Plumpang Integrated Terminal fire.

"We have a mission to complete the second phase of payment. Pertamina's management emphasized the importance of telling victims that even though they receive compensation in the form of buildings, vehicles, and property that can be of great value, they are urged not to live in the area anymore because it is dangerous. We communicate this subtly, by putting up signs that declare hazardous areas. The payment process is carried out in a closed space to maintain administrative and legal secrecy, as well as avoid envy among residents. This ensures that the atmosphere remains conducive and reduces the potential for conflict between citizens.'

Demand after demand made by residents made Pertamina take steps in public relations communication strategy. Personal communication is considered effective in fostering empathy for the tragedy experienced by residents. Pertamina carries out an empathy strategy to take empathy, carrying out blusukan related to needs, complaints, and desires in the event of the Plumpang Integrated Terminal fire tragedy. This strategy is considered effective in taking the victims' day.

'There is still resistance, but it is starting to decrease and they are aware that the right path is the legal path. Of the 81 people who sued, now there are only 31 people left because 50 have withdrawn their files. The rejection first appeared in RW 9 because they felt that the amount of death compensation from Pertamina was too small. RW 9 took the initiative to assist lawyers and planned to file a lawsuit, even though many of them did not have land legality. Over time, the task of communication with residents became more intensive. I approached the residents, showed empathy, and listened to their complaints. Finally, many residents of RW 9 withdrew the lawsuit file.

Pertamina's responsibility focuses on replacing materials affected by the fire, but residents' demands are more about compensation for affected houses and buildings. Pertamina communicates payments and compensation in the final and also indirect prevention so that residents who live near the Plumpang Integrated Terminal are aware that their place of residence is very dangerous. Pertamina takes a personal approach to the victim when handing over compensation to provide understanding to residents to move because the location is a dangerous condition. The proceeds of the change of funds can be used by residents to move their residence to a safer location. This is considering that establishing a residence in the company area is an impact if there is a tragedy in the company, such as what happened to the Plumpang Integrated Terminal fire tragedy which caused a fire in residents' houses. However, this process did not run smoothly. There was rejection after rejection by the victim, with an effective personal approach, finally the residents were willing to move out of the Pertamina Integrated Terminal Plumpang industrial area.

This shows that public relations communication is a way to attract the hearts of citizens. Communication carried out personally will foster empathy, because residents consider the company to understand their suffering and take full responsibility for the losses experienced. This shows that the public relations communication strategy will have a positive impact in restoring a positive image in the eyes of the public. In addition, fostering citizens' empathy for the company so that it recovers immediately.

As a management function, public relations helps create and maintain the flow of communication, understanding, support, and cooperation of an organization or company with its public and is involved in dealing with problems or issues that are currently circulating. This is faced with the fact that in corporate management, the main task of public relations is to build a positive image to the public when a company, organization or institution experiences a crisis of trust (Suryani & Fitriansyah, 2022; Hendarwan & Kurniawan, 2023).

The results of the study show that the handling of public relations in the Plumpang Integrated Terminal fire tragedy crisis resulted in handling efforts that were divided into three stages, namely short-term efforts, medium-term efforts and long-term efforts. Short-term strategies are carried out by handling victims responsively, medium-term strategies by providing compensation and property replacement for affected residents and long-term strategies by making emergency response alarms and emergency training.

The short-term strategy is carried out by providing evacuation posts, providing logistics and providing temporary housing with a contract rental mechanism. Handling victims is carried out by providing financial assistance and spiritual money for victims who have died. Pertamina is fully responsible for all care for the affected residents, provided logistical assistance and opened a Pertamina Peduli post, a maximum of 7 days after the incident will find a place to live. Pertamina will also provide rental housing facility assistance in collaboration with the Jakarta Provincial Government and the North Jakarta City Government.

The medium-term strategy is carried out by replacing the houses, vehicles and property of directly affected residents. Medium-term efforts are not only carried out internally, namely the company's public relations, but also involve other functions in the PKU accountability process, corporate CSR regulations and stakeholders. Pertamina's CSR program to improve the company's reputation basically aims to improve the welfare of the nation through the 4 Pillars of TJSL (Environmental Social Responsibility) program, namely in the field of education with the pillars of Pertamina Smart, in the field of health with Pertamina Healthy, in the field of environment with Pertamina Green, and in the field of economic empowerment with Pertamina Berindependent. The aim of the implementation of the 4 pillars of TJLS is to increase the credibility and reputation of the company. In the case of the Pertamina Integrated Terminal Plumpang fire, the implementation began with the result of a joint agreement between the company, affected residents, and stakeholders, namely the local government, third parties, such as KJPP, PT Pegadaian and the Job Creation and Spatial Planning Office, Danramil and the Police with guidelines based on the law.

Meanwhile, the long-term strategy is carried out with national-scale emergency simulation activities carried out at the Plumpang Integrated Terminal. This long-term effort is carried out by creating a gathering point, namely the Sire Emergency Response and Emergency Training program. This training program is a form of level 2 emergency simulation that involves the community directly.

In this study, public relations is focused on crisis communication and strategies in dealing with victims of the Plumpang Integrated Terminal fire tragedy by Pertamina Plumpang. The tragedy of the Plumpang Integrated Terminal fire caused Pertamina to maximize the role of public relations communication. This is because the maximum role of public relations will produce the right strategy for handling crisis communication faced by Pertamina in handling the Plumpang Integrated Terminal fire tragedy in an effort to restore and improve the company's image after the tragedy.

Conclusion

Research on Pertamina's Public Relations Communication Strategy in Handling the Plumpang Integrated Terminal Fire Tragedy (Case Study of Crisis Communication in Handling Fire Victims) provides several conclusions, including: (1) The results of the study show that the Plumpang Integrated Terminal fire tragedy is at the Current and Crisis issue stage, therefore Pertamina's Public Relations has a very important role in handling the tragedy. The handling of public relations in the Plumpang Integrated Terminal fire tragedy crisis is carried out by taking policies based on the results of Pertamina's deliberations, affected residents, and stakeholders, such as the Integrated Information post creation program, the Sire Emergency Response program, and the Emergency Training program. Handling efforts are divided into three stages, namely short-term efforts with responsive handling of victims, medium-term strategies with the provision of compensation and replacement of property for affected residents and long-term strategies by making emergency response alarms and emergency training; (2) Pertamina's public relations communication strategy in handling the Plumpang Integrated Terminal fire tragedy is carried out by communicating personally and by discussing with community leaders related to the Integrated Information Post. Personal communication is carried out by approaching residents, using empathy strategies to take empathy, carrying out blusukan related to needs, complaints and desires in the event of the Plumpang Integrated Terminal fire tragedy.

Based on the research that has been conducted, there are several suggestions, one of which is that the post-disaster public relations crisis strategy must be owned by every disaster

management institution organization and the preparation of a post-disaster public relations crisis strategy should be prepared in detail in the form of a fixed procedure so as to facilitate implementation in the field. This also needs to be assisted by the implementation of regular simulations to improve the ability and reliability of individuals and teams in disaster management organizations in overcoming public relations crises. In addition, companies need to carry out periodic evaluations to find existing weaknesses and carry out continuous improvement efforts. And finally, in increasing public trust in the company, Pertamina can increase the implementation of innovative CSR programs in the fields of Economy, Education, and Environment to gain public support, improve the company's image, and support local development as well as overcome social problems that may occur along with the company's operations.

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