

CHAPTER I

INTRODUCTION

A. Background

The major reforms on Indonesian's democracy system in 1998 have opened an opportunity to the existence of multiparty politics. Many new parties are born in the transition process into the new order era of reform, one of many is the Justice Party (*Partai Keadilan* when it is translated into Bahasa and stands for PK). Partai Keadilan was the beginning to the formation of the Prosperous Justice Party (Partai Keadilan Sejahtera when it is translated into Bahasa or stands for PKS). Many argue that the transformation process from PK into PKS is a competition between the realistic-pragmatic and idealistic-ideological faction in the party members or it is rivalry between two. According to Burhanuddin in book *Star War 2014, Constellation and Prediction and Presidential Election* published in 2013. Both of the factions have a different paradigm, realistic-pragmatic faction wants to bring the party more to the center of power. While the idealistic-ideological faction absolutely promotes Islamic issues into party platform and struggle.

In the 1999 election PK only acquired 1.4 million votes, or equal 1.3 %. The pragmatic-realistic faction in the other hand argued that the party achievement is a big failure of the idealistic-ideological at that time dominating in PK's board management. Such faction has thought that PK's failure to escape from the electoral threshold because of Islamic issues

program to attract the constituent, created party image more exclusive and orthodox. Thus, this momentum is captured by the pragmatic- realistic faction to urge the total change of PK's ideology and reform into newly party called PKS. In addition, this faction proposes the party change in line with strategy that emphasizes the universal issues. Beside that a clean and care image is used as jargon offered to the constituent.

PKS is a party showing the image of Islam, and has the ambition goal to obtain the big 3 votes of in the 2014 elections. To implement these goals is not easy. The party must experience many cases shocking the public. One of the big cases is the involvement of PKS's president, Lutfi Hasan Ishaq (LHI), in a bribery case of meat import quota. Lutfi is alleged for his role in organize and link the importer to policy makers. As news release in Detik.com (Wednesday, 30/01/2013) That case starts Ahmad Fathanah (AF), who is arrested by Corruption Eradication Commission (KPK). AF allegedly is person near with party's president, LHI. AF is arrested directly when he wants to do transaction related to meat-imported process. As a result, the case became the big shocking disaster for PKS.

In order to overcome the case in the political organization like PKS has experienced, it will need PR (public relations) practitioners who are creative and innovative in communicating to the public to explain the issues and problem around the organization. The aim is to maintain the good name of the institution/ political organization to be good in the public. In daily-routine, usual communication activities relating to the scope of the

public are assigned to public relations practitioners. Public relations practitioners is expected to operate main role with creative and active in making effective good communication between political organizations (PKS) and public resulting in a harmonious communication.

Public Relations (PR) is a management function specifically helps to establish and keep the lines of communication, mutual understanding, mutual acceptance and cooperation between an organization and its publics; PR management involves the management of problems or issues; PR helps the management in order to remain responsive and get the latest information on public opinion; PR defines and emphasizes the responsibility of management to serve the public interest; PR helps management keep following changes and effectively utilize those changes, and PR in this case is as an early warning system to anticipate the direction of change (trends); and PR uses research and ethical communication as its main tool (Cutlip et al, 2007:5). To realize a harmonious communication between the PKS and the public is required a media either electronic (TV and radio), online (news portal) and printed (newspapers, magazines etc.). By using thus media, good or bad news channels will broadcast widely to the audience.

The case definitely affects on the vote in the 2014 election. Regardless of problem of the party, that previous data from Burhanuddin as political observer from Lembaga Survei Indonesia in book *Star War 2014, Constellation and Prediction and Presidential Election* published on 2013

showed PKS success in the 2004 elections obtained 8.33 million, or 7.3%, and in the 2009 election slightly reached 7.88%, or up 5.4%. In between 1999 and 2009, PKS performance and achievement showed significant progress compared to the 1999 elections, that PKS must be satisfied to attract 1.4 million votes. The crisis happening in PKS is a crisis of the trust for candidate constituent and cadre to PKS (party institution). Furthermore, it will result in PKS vote, eventually decreasing seats in Parliament, DPR, DPRD Provinsi dan DPRD Kabupaten/Kota. From those background and problem, researcher is interested in choosing topic of study regarding a political organization, especially in the province office, committee board of PKS in East Java.

The reason of the author has selected area in East Java is this province is Nahdliyin-social religious organisation base, based on news in Detik.com East Java Region (Saturday, 28/12/2013) Nahdliyin people in East Java is one of the largest entities in Indonesia. Therefore, PKS target is to obtain support from Nahdliyin in East Java. Through scandal of beef import quota case involving LHI president of PKS, raising big question mark: Is PKS still able to obtain sympathy from Nahdliyin society in East Java to vote PKS in general election 2014?. Because based on the results of general election 2009 in East Java (data from PKS Piyungan, East Java KPU and Internal data PKS DPW East Java), PKS's votes for DPRD Provinsi, in the regional of Banyuwangi, Tulungagung and Situbondo, has nothing to get a parliament seat. Thus, the hard effort of public relations

practitioners in this area will be heavier. Public Relations practitioners must be able to make PKS image maintained good in public opinion, so that PKS as Islam visioned-party, with clean and care platform, is still trusted by the East Java society. Therefore, in general election 2014 PKS be able to defend the seat in parliament, although it is still a tough year for PKS. Not only would the author like to examine what the public relations staff has opted strategy to solve this crisis, but also the action has led to the right direction. The big question raises for the public: Is the change of PKS president, Lutfi Hasan Ishaq to Anis Matta, able to solve the problem including in East Java? or Is there other strategies from public relations to undertake this?.

The author also get classified-information from the head of public relations and media, Area Committee Board of PKS in East Java, Siddiq Baihaqi, the party quickly takes action through cadre consolidation be ready for any impacts occurs and increasing the intensity of social activities, like charity and social service in the area of health care and education.

From consideration of these problem, the author is inspired to undertake the study titled THE CRISIS MANAGEMENT OF PROVINCE COMMITTEE BOARD (DPW) JUSTICE PROSPER PARTY (PKS) IN EAST JAVA (Descriptive Qualitative Study Of Crisis Management of Public Relations DPW PKS East Java to Defensed Electability Party on General Election 2014)

B. Research Problem

From explanation of the background above, the formulation of problem to be studied by the researchers is as follows: "How is the crisis management of public relations DPW PKS East Java to defended electability party on general election 2014?"

C. Purpose OF Reseach

The purpose of this study is to determine the crisis management of public relations DPW PKS East Java to defended electability party on general election 2014.

D. Benefit Of Reseach

1. Academic benefits

This study is expected to be a reference of advanced research in the subject of communication sciences in the study of a crisis management and political communication.

2. Practical benefits

The results of this study are expected to suggest and evaluate politicians to crisis management in institute/politic organization much better.

E. Literature

1. Previous Reseach

The first previous relevant research is entitled Crisis Management Strategies Of HUMASDA (local public relation) PT. Kereta Api (Persero) Jakarta DAOP 1. It is a Qualitative Descriptive

Study on Crisis Management by PT. KeretaApi (Persero) Jakarta in handling the accident located at Daop 1 KRL, involving PakuanEkspress 221 with KRL 549 economy in Bogor in August 2009. The research study was written by AyuPrakitriImas, 2010, who is university student at Programs of Communication Studies, Faculty of Social and Political Science, Universitas Sebelas Maret Surakarta.

This study describes the train services provider in Indonesia as the only operator of rail based mass transport, by PT. KeretaApi (Persero). The demand of public transportation service is still growing. This is evidenced by the quantity of train passengers increasing more in coming years. Growth in the quantity of train passengers are not followed by the quality service given to the passengers. Number of accidents and fatalities from year to year increases. And, one of the cases that caused a stir was Accident between KRL PakuanEkspress221 andKRL 549 economy in Bogor in August 2009.

In general, the study deliberates how the crisis management strategy applied by Humasda PT. KeretaApi (Persero) Jakarta DAOP 1 in the case of an accident has been effectively implemented. No matter what it is, the safety of passengers is the primary concern of the company. Moreover it will affect the image or reputation of the company. In this study, the researcher discusses roughly into four sub-topics, such as the chronology of the accident, the accident of

Humasda, crisis management strategy, and the response from the victim about the management when the crisis occurs.

In the research methodology employed is a descriptive qualitative techniques of data collection through interviews to several sources, observation and search data in the form of documents from various sources. Meanwhile, the selection of the sample is by using purposive sampling.

Data analysis technique selected by author employs analytical techniques Interactive, developed by Miles and Huberman or commonly called the Interactive Model. This technique consists of three basic components: data reduction, data display and conclusion drawing/verification.

The conclusion from researchers about crisis management strategy HUMASDA PT. Kereta Api (Persero) Jakarta DAOP 1 is in line with the existing phases books Handbooks for Public Relations Manager and Executives, written by Jim Macmanara. In overcoming the case, HUMASDA is supported by a special team coming from PT. Kereta Api (Persero).

The second previous research study is entitled Crisis Management Government Institution (Qualitative Descriptive Study on Functions of Public Relations In Extortion Case In The Office of Surveillance and Customs & Excise, Soekarno Hatta Airport, 2010. The research study was written by Hasbi Abdullah Mochtar, in

2013, Programs of Communication Studies Faculty of Communication and Informatics, University of Muhammadiyah Surakarta.

In this study describes the role of Extension and Service Information Section (PLI or translated in Bahasa, Seksi Penyuluhan dan Layanan Informasi) as public relations handling crisis management that occurs in the office of Customs & Excise SoekarnoHatta. The methodology used in this research is a descriptive qualitative describing about the stages of crisis management run by PLI section in the office of Customs and Excise SoekarnoHatta. Data collection techniques used by researchers is a structured-interview and nonparticipant observation. The sampling technique used was purposive sampling with four informants consisting of PLI section. Data analysis techniques used by the author is an interactive-techniques. This technique consists of three stages of data reduction, data display and conclusion. While, the validity of the data used researcher technique is the triangulation.

Results of the reseach study conclude that Counseling and Information Services Section (PLI) having important role in addressing the problems of crisis management in the form of corruption cases of extortion/fraud committed unscrupulous employees of the office. PLI section functions as a liaison between the parties is a public relations agency with society specially users and other stakeholders airport.

Crisis management strategy undertaken was a success because of import duties/taxes received to reach the target.

The defferenced with previous research based on subjec is firts research in PT. KeretaApi (Persero) Jakarta DAOP 1involving PakuanEkspress 221 with KRL 549 economy in Bogor in August 2009. The second research in The Office of Surveillance and Customs & Excise, SoekarnoHatta Airport, 2010. Whereas, this research in DPW PKS East Java.

The others defferent base on variationstheory, firts research Humasda PT.Kereta Api (Persero) Daop 1 Jakarta appropriated Handbooks for Public Ralations Manager and Executives, written by Jim Macmanara. The second research used stage by Wasesa, promodoral, acute, chronicle and resolution. Wherean this research used stage by Firsan, pre-crisis, warning, acute-crisis, clean up, post-crisis. And crisis management by Chartha dan Nasrullah, Identification crisis, preparation of the public relation team, analysis crisis, alternatif of action, implementation and evaluation.

2. Communication

Communication definition by Carl I. Hovland (citted in Mulyana, 2010:68) "*communication is a process that allows a person (communicator) delivered stimuli (usually verbal symbols) to change the behavior of others (komunikate)*". Another opinion about the definition of communication according to Harold Lasswell (in

Mulyana, 2010:69) "*a good way to describe the communication is to answer the following questions) Who Says What In Which Channel To Whom With What Effect?" Or Who Said What In What channel To Whom With What Effect? "*

From the definition of Lasswell described above, it can be related to the five elements of communication with each other, namely: First, the source (source), often referred to as the sender (sender), encoder (encoder), communicator (communicator, speaker (speaker) or the originator. Sources are an initiative that has or have a need for communication. Source itself can be an individual, group, organization, company or even a country. Encryption (encoding) is the process of changing the feelings or thoughts into the symbol, the symbol can be verbal or non-verbal verbal message would be understood by the recipient.

Second, the message is what is communicated by the source to the recipient. Message consists of verbal and non-verbal messages that represent feelings, values, ideas, or intentions source. Third, the channel or medium, which is a tool or vehicle that is used to convey the message source to the recipient. Channel is a way how to present the message source. Generally the message conveyed through direct channels (face to face) or through media (print, electronic). Fourth, the receiver, often referred to as the target / destination, (communicatee), encoding. Forth, it is decoder or audience, listener, interpreter

(interpreter), the person receiving the message from the source. Fifth, the effect, which is what happens at the receiver after he receive message, such as a change of belief or attitude change.

According to the definition above, it may concludes that communication is the message conveyed by the communicator (source) to the receiver (communicant) through certain channels either directly or indirectly for the purpose of the existence of the desired reciprocal of the communicant. There are several levels of communication according Mulyana (2010:83), namely:

a. Interpersonal communication

Interpersonal communication is defined communications between people in face-to-face, which allows each participant to catch the reaction of others directly, either verbally or nonverbally. The special shape of the communication is communication of interpersonal communication involving only two people, such as husband and wife, two colleagues and so on.

b. Communications Group

Communication within group usually refers to communication made by small group, so it is face to face. Feedback from participants in group communication can still be identified and addressed immediately by the other participants.

c. Organizational communication

Communication in organization occurs within an organization, formal and informal, and takes place in a larger network than group communication. Therefore, the buffer organization is defined as a group of groups.

d. Mass Communication

What is intended as a mass communication is that communication through mass media, both print (newspapers, magazines) or electronic (radio, television). Such media is relatively expensive cost, which is managed by an organization or person institutionalized, and addressed to a large number of people scattered in many places, anonymous, and heterogeneous. The messages are common, delivered quickly, simultaneously and briefly (especially electronic media).

3. Politic Communication

Here is the definition of political issues related to conflict and consensus. (Budiardjo, 2008:16):

a. According to Rod Hague et al.:

“Politics is the activity by which groups reach binding collective decisions through attempting to reconcile differences among their members”

b. According to Andre Hywood:

“Politics is the activity through which a people make, preserve and amend the general rules under which they live and such as, it is inextricably linked to the phenomenon of conflict and cooperation”.

And the definition of political communication by Fagen (Nimmo, 2005: vi) is "*communicatory activity political Considered by virtue of its Consequences, actual and potential, that it has for the functioning of political systems*". The translation of definition by Nimmo (2005: 9) is "*a political communication (activity) communications that are considered political communication based on its consequences (actual or potential) that regulate human actions in the conflict conditions, and the public opinion*". Public opinion is: "*a collection of people's opinions about the happenings that affect or interest communities*".

Political communication components according to (Subiakto and Ida, 2014: 23) is as follows:

1). political communicator

Basically everyone can become a political communicator, what makes different them, acting as leaders and ordinary people, is their qualification. According to Leonard Doob later cited by Nimmo (1993), a political communicator can be divided into three types: (1) politicians or abbreviated "pols"; (2) professional communicator or "pross"; and (3) activist or abbreviated "vois". Definition by Daniel Katz, a politician can be divided into two, namely "partisan" and "ideologues". Partisan is for those who introduces representative of groups. He more or prioritize protecting the interests of a group or private. The ideologue is oriented politicians in decision-making. They tried to fight for the interests of the party, ideology or values struggle. (Subiakto and Ida, 2014: 24)

Furthermore, political communicator classified as professional communicators that they are called promoters and journalists. Promoters are people who are paid to put the interests of its customers. Thus, the promoters ie spokesman important for public figures, public relations personnel in the private or government organizations, presidential press secretary, advertising personnel, polling experts, political candidates and campaigns manager in a virtual world called accounts in tweetland buzzer. This accounts are financed for war opinions in social media. There is a tweet-war duties. There is also a duty to make certain news websites, especially those that provide a place to accommodate citizen journalism. (Subiakto and Ida, 2014: 25)

Journalists are those who work in the media or news organization. Journalists can play an important role in the formation of public opinion, through its ability to determine the issues that need to get the audience's attention. While, the third communicator according to the Doob activists, is activists those who are involved in both politics and communications and has expertise on it, but they did not rely their living on the other parties, not hired and paid, for example, spokesman of groups, opinion leaders (opinion leaders), and students (Subiakto and Ida, 2014: 29).

2) Political message

Messages in political communication in the practice of history ever named with 'bullets' to influence or persuade communicant or targeted audiences of political communication. Community or audience is seen as

passive entities were subjected to the bombardment of messages or information. That is what is known as The Bullet Theory. Messages can be negative and positive depending on the perceptions and meanings that emerge from the audience receives and interprets the message. The strength of the message is also influenced by how to wrap the message. As for how to wrap the following message (Subiakto and Ida, 2014: 47):

a). Sound Bite

Sound bite is one-line sentence taken from a long speech or statement or of a set of texts that can be used as an indication of a larger message (Lilleker, 2005: 188). Sound bite for the media is used in defining the message, arguments and policies.

b). The Language of Politician Hyperbole

Politicians use language as a means to express ideas and thoughts and / or its program plan. Language is used to enrich the treasures of politicians political jargon and new meanings of a word.

4. Crisis

One of definition crisis proposed by Robert P. Power (In Nova, 2011:68) is an unexpected-events, impacting the dramatic, sometimes unprecedented that drive the organization to a chaos and can indeed destroy the organization without any real action. The crisis has no boundaries and can occur anytime, anywhere to any organization (profit and nonprofit), public and private.

a. Trust Crisis

Public trust becomes a major source strength for any organization with a variety of activities, including the government enjoys a monopoly and protection previllage. In other words, the organization can exist and develop because there are trust from public, which is an internal and external forces spell life or death of the organization (Chatra, and Nasrullah, 2008:26).

The trust crisis starts from the disturbance in the good relationship between an organization and its publics, both because of the negligence of the organization itself and the external pressure. And then, this crisis cause relationships with internal and external public involved a disturb. This condition occurs, cooperation stops or experiences serious trouble. (Chatra, and Nasrullah, 2008:30).

The relationship between the sectoral crisis and trust crisis when it is described as follows:

Tabel 1.

Relationships with Sectoral Crisis and The Trust Crisis

(source : Chatra and Nasrulllah, 2008:31)

Sectoral Crisis	Relationship With Public Trust
leadership crisis	Nothing able to lead because each leader tends not to be trusted by the followers

Tabel 2.

“Continued”

Sale Crisis	Sales declined because consumers do not trust produsen
Financial Crisis	flow of money coming in shrink loss because donors, creditors, or stockholders did not trust.
Productivity Crisis	productivity decreases because employee suspects the leader
Openness crisis	All parties close theirselves because of nothing mutual trust

b. Elements coming in the Trust Crisis

The trust crisis always arises from any one or a combination of empirical reality and symbolic reality, as follows (Chatra and Nasrullah, 2008:37):

1) Empirical reality

It is a factual reality, which can be observed with the senses and not to be associated with the crisis. In the context of the crisis, the empirical reality of such accidents, fires, corruption, murder, sabotage, spread of disease, toxic contamination to drinking water, and so on. In empirical reality, quantitative measures can be applied: can be measured with an instrument that is realible how far the broken and

losses incurred. The greater the negative result, the potential events create a trust crisis.

2) Symbolic reality

The trust crisis occurred in symbolic reality are born in the process of interaction and informal communication not responded critically. And, understanding of symbolic reality is a reality that exists only in the mind, in ideas, not in the real world. It is not tracked by the senses, but people believe the truth and behave according to the 'truth' that believed it.

c. stages of the crisis

There are five stages in the lifecycle of a crisis that must be recognized and understood as follows (Nova, 2011:95):

1) Phase of pre-crisis

It is conditions before a crisis arises. There has been seed of crisis, so if it appears from a small mistake, a crisis may occur. And the company does not have a plan to anticipate through management of the crisis.

2) Phase of warning

This stage is considered as one of the most important stages in the life cycle of crisis. A problem for the first time, is recognized, can be solved and terminated forever. And at this stage of the crisis easily arise because of fear of facing the problem and think of nothing.

3) Phase of acute crisis

This stage of the crisis began occur and the media are also public beginning to recognize the problem. If the crisis had begun this stage the company can not be silent because it has begun to cause harm. And at this time that the various documents and modules to confront the crisis began to be issued.

4) Phase of clean-up

This phase is the time to recover the company from the loss and/or save whatever is left, well the rest of the products, reputation, corporate image, performance and production lines. When recovery company should be confronted by matters relating to the law, the media and public pressure.

5) Phase of Post crisis

This is the stage when companies win the public's trust and can operate normally again, it can formally say the crisis is over.

Whereas the firts steps to undertake in handling a crisis is as follows (Chatra, and Nasrullah, 2008:80):

a. Crisis Identification

Identifying sectoral crisis is the first step process of public relations crisis. At this stage, public relations practitioners note in detail the empirical facts inherent in the crisis. At the same time, they may also knowother sectors experiencing complications or affected by the crisis in one or several sectors. Complications is a signal of sectoral crisis can also

be classified, based on the spectrum, begin from the obscure to the very obvious. Complications are very clear and easily observed, among others, a demonstration about the leadership of the organization resigned, declining product quality, high absenteeism, lower customer, increasing claims from distributor, conflicts between employees, and so on.

b. Preparation Of The Crisis Public Relation Team (Tim Kehumasan Krisis)

After the sectoral crisis following sectors complications were identified, the next step taken is forming working-group or crisis management team. The team called PR Crisis Team is led by a manager who understands the public relations crisis in a techniques manner conceptually and practically. The quantity of members adapted to scale crises that have been identified.

c. Analysis Of The Crisis

The next job of PR Crisis Team (TKK) is to understand the crisis in a comprehensively manner and find the reasons why there was a trust crisis by analyzing the sectoral crisis, continues to complications. Taking the opinion of Ruslan (1995:85) (in Chatra and Nasrullah, 2008:85) offers a method of analysis using a formula 5W +1 H is as follows:

- 1) What are the causes of the crisis (WHAT)
- 2) Why the crisis could occur (WHY)
- 3) Where and when the crisis started (WHERE and WHEN)
- 4) The extent to which the crisis develops (HOW FAR)
- 5) How does the crisis occurred (HOW)

6) Anyone who is able to overcome the crisis, need to set up a crisis response team (WHO).

From this analysis method, where the team TKK already knew the roots of the crisis and if did not feel credible being able to call communications or public relations consultant. According Chatra and Nasrullah (2008:86) the presence of master communication or public relations consultant is very important because it has two reasons. Firstly, consultants have the skills to do the auditing. Second, TKK sometimes careful less to see the issue or just looking at the problem from one perspective.

d. Preparation of the action alternatives

In the preparation of the alternatives phase action (TKK team), then make a list of alternative actions by brainstorming techniques. All alternatives are arranged within the framework of strategic options. (Chatra and Nasrullah, 2008:87). Adopting Kasali's opinion (in Chatra and Nasrullah, 2008:117), option strategy is a defensive strategy, adaptive strategies, and dynamic strategy. Here is an explanation of each the strategic options that can be used as a reference in taking action:

1) Defensive Strategy

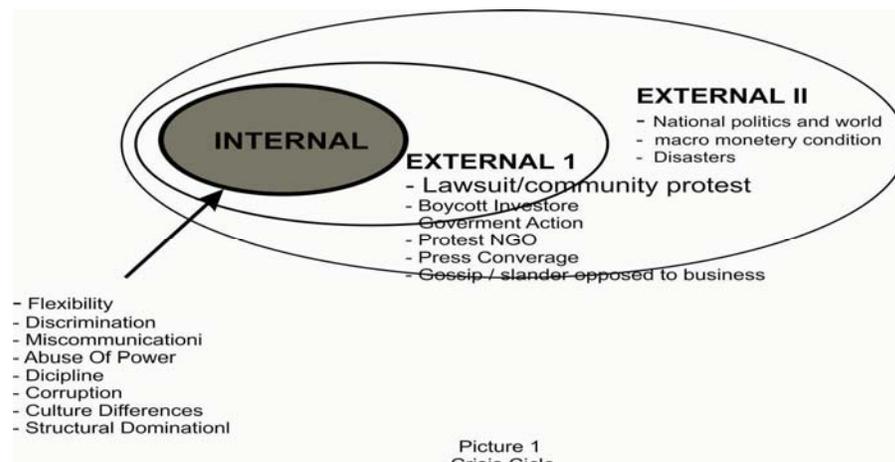
Defensive strategies can be selected if the organization is threatened by Koleks-1 or Koleks-2, whereas the organization is very sure not to do something errors, both procedural and legal.

2) Adaptive strategy

Adaptive or self-adaptation strategy is suitable for organizations in crisis because of Kolin or Koleks-1. This means that the crisis can not be separated from errors and omissions organization. The error caused organization impossible having a certain attitude defensive. He must to admit the courage negligence and taking the risk to make changes.

3) Dynamic strategy

Dynamic strategy is suitable for organizations that experience Krispa or Kripadi: the level of danger faced by the organization is so serious that it is necessary to take special measures. Dynamic strategy requires a lot of strategic elements, because it is regarded as an expensive strategy. Organizations should think accurately the level of crisis that is being faced before choosing this strategy and before trapped waste. Because of this strategy to save the organization, there are several alternatives for example, organization merged with another organization, invite new investors, or recall long product and launching new products to the market. The circles crisis can be described (in Chatra and Nasrullah, 2008:54) as follows:



Exploration of the picture:

1). Internal:Choline

Complications happen in internal circle (herecalled as choline)

2). Koleks-1: Aftermath insensitivity

Complications occurred in External 1 circle (here called koleks-1) is basically from the flaming happen in roomstill be in control of the organization. In other words, the complications arising from negligence or insensitivity to changes in the organization outside of himself.

3). Koleks-2: General Attack

Complications occurred in External II circle (Koleks-2) is a 'storm' that occurs outside control of the organization, which then change andbecome 'general attack' to various organizations. As with Koleks-1, Koleks-2, it also harms the organization, with consequences more danger than the Koleks-1attacks.

e. Implementation

Based on the opinion of Chatra and Nasrullah (2008:88) and the alternative strategic options that have been developed by TKK, organizational leaders then invite meeting with TKK, TMK (Crisis Management Team), and other staff who are not joining into the TKK. TMKpresence at the meeting is necessary to synchronize the strategic choices of public relations crisis with crisis management strategies.

Organizational leadership as chairman and make decisions about what strategies to be used. Based on the decision, TKK then modifies the budget (if

not approved by leader), selecting techniques and communications media, and determining executive personnel. At this stage, TKK appoints a spokesman for giving explanation to all public, both internally and externally. Another TKK members should restrain themselves for giving their opinions to the public, both personally representatively. All information must be released from spokesman. Regular members contacted by the reporter are asked not to respond, but also should not create a problem with not behaving cruelly, and invited the reporter to contact the spokesman. (Chatra, and Nasrullah, 2008:88-89)

f. Evaluation

The steps taken to overcome the crisis can not be said always successful. In fact, often the problems always arise unexpected so that the solving-response is not effective. Therefore, TKK will need to evaluate by doing public relations audits to measure the extent to which there has been a change in public trust (Chatra and Nasrulla 2008:94).

Evaluation is the last way from one circle. Thus, result of evaluation are suggested very useful to back into stage 1 (crisis identification) in the beginning second circle. Part of sectoral crisis maybe not clear on circle one. Therefore, this crisis residue is listed to the operation target in second circle (Chatra dan Nasrulla 2008:94).

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management in order to remain responsive and get the latest information on public opinion; PR defines and emphasizes the responsibility of management to serve the public interest; PR helps management keep abreast of changes and effectively utilize change, and PR in this case is as an early warning system to anticipate the direction of change (trends); and PR uses research and sound and ethical communication as its main tool. (Cutlip et al, 2007:5). As for some of the actions that include scope of public functions relation according to Cutlip et al (2007:11) are as follows:

a) Internal Relations

Internal relations are a special part of the public relations (PR), which builds and maintains good relations and mutually beneficial between managers and employees of an organization where success depends.

b) Publicity

Publicity is information provided by outside sources to be used by the media because the information is newsworthy. Method of placement of messages in the media is a media that can not be controlled (uncontrolled) because resources of information do not provide payment to the media for loading that information.

c) Advertising

Advertising is information that is placed in the media by sponsor and clearly identified who pay for space and time placement of such information. It is a method of control in placing messages in the media.

d) Press Agency

Press agency is the creation of news and events have news value to attract the attention of the mass media and public attention.

e) Public Affair

Public Affairs is a special part of the PR (public relations) that builds and maintains the relationship of government and local communities in order to influence public policy.

f) Lobbying

Lobbying is a special part of the public relations function for establishing and maintaining relationships with the government mainly by influencing the preparation of laws and regulations.

g) Management of issues

Issues management is a proactive process to anticipate, identify, evaluate, and respond to public policy issues that affect organizations and their public relations.

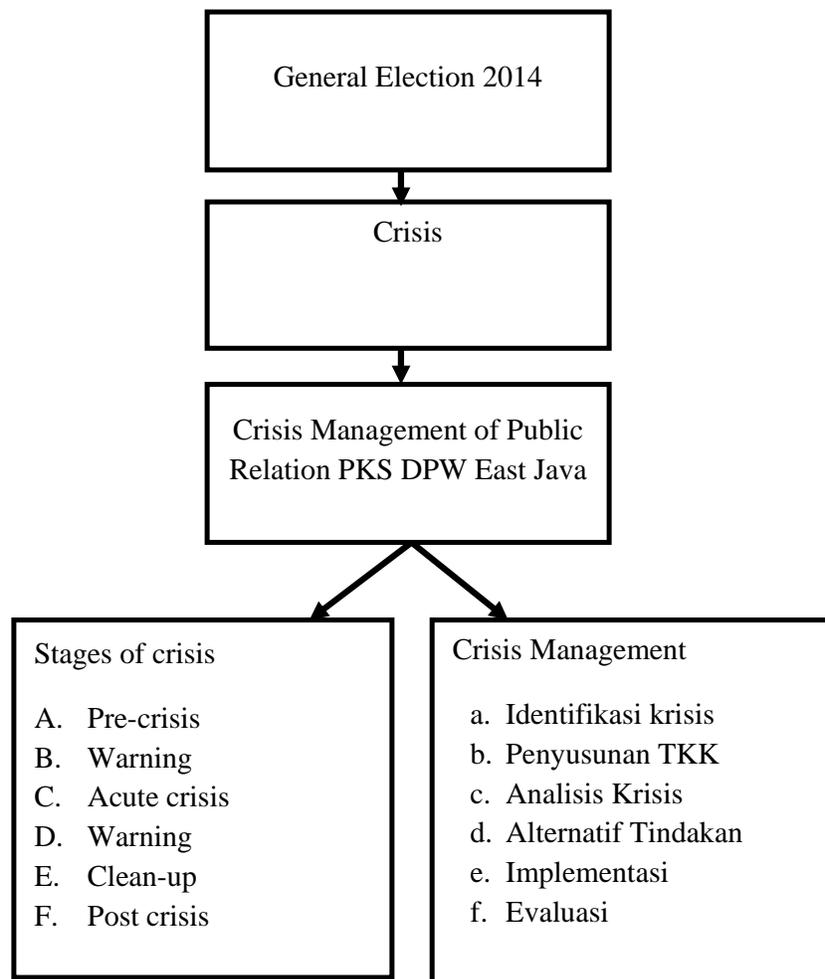
h) Investor Relations

Investor relations is part of public relation in the company's corporate to build and maintain beneficial relationships and mutually beneficial relationship with shareholders and others in the financial community in order to maximize market value.

i) Development

Development is a special part of the PR (public relation) in the non-profit in organization and have role in building and maintaining relationships with donors and members in order to get donation and volunteer support.

E. Framework of Research



Picture 2
 Framework of Research
 Source: personal by writer

F. Research Methods

1. Place and Time for Research

- a. Place :Area Comiite Board PKS In East Java
- b. Time research :On July 4, 2014 until July 6, 2014

2. Types of research

This type of research in this study is descriptive analysis because this research describes the on-going reality. So in this research describes the on-going reality in PKS DPW East Java to defended electability parti on general election 2014.

Research methods chosen is classified into qualitative-study. Qualitative research aims to explainthe deeper phenomenon. (kriyantono, 2010:56). Research in PKS DPW East Java researcher used qualitative methode to describes the deeper result.

3. Data Sources

Before conducting the study, researchers must first know of any data source can be obtained. In this study the researchers have divided into two data sources namely primary data source and secondary data source.

a. Primery Data

1. Interview with informants

Take by recording with informants start by question and all of answer from informants when in depth interviews.

2. Documentations

The next primary data is documentation from data base/arsip PKS DPW East Java.

b. Secondary Data

1) Observation

From take picture about activity public relation PKS DPW East Java.

2) Literature

From books, journal and news online.

4. Data Collection Techniques

a. Interview

Interviews in qualitative research, called as in-depth interviews or intensive interviews and most not structured. The goal is to get in-depth qualitative data. Interviews of this research used semistructured. Semistructured interviews according Kriyantono (2010:101) interviewer have free question list, related with problem. So in this research, researchers using direct depth interview with informants in PKS DPW East Java, for get the deeper data. And writer bring list question for guide interview and possible to give free question but related with problem. Namely how crisis management of public relations PKS DPW East Java to defended electability party on general election 2014.

b. Observation

In this study, researchers used observation of non-participant, that is a method of observation in which the researcher observes only act without joining activity in groups under study, whether or not its presence is known. (Kriyantono, 2010:112). So researcher just observation without become part of public relation team to defended electability party on general election 2014.

c. Documentation

According Kriyantono (2010:120), documentation is a data collection instrument. Methods of observation, questionnaires or interviews are often completed with documentation tracking activities. The goal is to obtain information to support the analysis and interpretation of the data.

Documentation for this research is recording when in dept interview with informants and take document from public relations of DPW PKS East Java.

5. Sampling Techniques

This study used a purposive sampling technique (purposive sampling). According Kriyantono (2010:158), techniques includes those that are selected on the basis of certain criteria which made researchers based on study purposes. Whereas, those who do not conform to these criteria are not used as a sample. And the criteria informants are:

1. As active daily committee board in public relations of DPW PKS East Java.
2. Be competent in the field of public relations.
3. Proficient in communication and have particular insight about the PKS party.

6. Technical Validity of the Data

The study uses *triangulation*, it is to analyze the subject answers by investigating truth with empirical data (other data sources) available. Here the subject answers will cross-check with documents available (Kriyantono, 2010:72). This research used *triangulation source*. According Dwidjowinoto (in Kriyantono, 2010:72) *triangulation source* is comparing or double-checking the degree truth of the information obtained from different sources. For example, it compares the observations with interviews; comparing what is said to be common with said-person.

So, in this research, writer check validity informant with answer by other informant, in there are different writer will confirm with other informants.

7. Data Analysis Techniques

Analysis is the process of preparing the data to be interpreted. Constructing means categorizing it in a pattern, theme or category. Without categorization or clarification of data, there will be chaos. (Nasution, in Ardianto, 2011:215).

One way that is recommended by Miles and Huberman (in Ardianto, 2011:223): there are three types of activities in data analysis is to follow the following steps:

a. data reduction

Reduction is not something separate from the analysis. It is part of the analysis. Data reduction is a form of analysis that exacerbate, select, focus, discard, contract data in a way that final conclusions can be described. Data reduction occurs on an ongoing-basis until the end of the report. Even, before the actual data is collected, anticipatory data reduction occurs as determined by the investigator (often without full awareness). As data collection proceeds, there are some parts of the subsequent data reduction (a summary, making themes, making clusters, making separations, writing memos)

b. Data model (data display)

We define a model as a structured collection of information that allows the description of the conclusions and taking action. The most common forms of qualitative data model for this is the narrative text.

c. Drawing/verification conclusions.

From the beginning of data collection, qualitative researchers begin to decide whether the meaning of something, noting regularities, patterns, explanations, possible configurations, causal flow, and propositions (Miles and Huberman, in Ardianto, 2011:223).