Identifying Golden Time in Responding to a Communication Crisis Through Media Intelligence Monitoring Tools

KARINA MANCANAGARA*
FITRIA RISDAYANI
LSPR Institute of Communication & Business, Indonesia

ABSTRACT

Social media has increased interaction and communication between communities and government institutions and allowed the identification of potential crises and negative publicity through media listening tools. Effective applications like Kurasi and media monitoring tools have been proven to help identify and mitigate potential crises in both traditional and social media, empowering local governance to prepare and execute communication strategies that are timely and effective. The Lampung Provincial Government has recently faced significant criticism on social media platforms and in various news outlets. The government must respond promptly and precisely to this feedback to prevent potential communication crises. Utilizing media analysis tools, such as Kurasi, the Public Relations team can evaluate the data and develop effective communication strategies to manage this situation. In doing so, they can mitigate any negative impact stemming from the criticism and maintain a favorable public image for the government. Our research employed qualitative methodologies to gather data. We used media monitoring procedures and data analytics tools to collect data across various social media platforms, online news portals, national print media, and television news broadcasts. The qualitative analysis stemmed from the media data analysis, offering valuable insights and explanations to understand crisis communication. This approach enabled us to comprehensively grasp the situation and develop effective communication strategies to address potential concerns.

Keywords: *Crisis communication, media intelligence, media monitoring, crisis response, data analytics.*

INTRODUCTION

The internet has significantly impacted our virtual presence by providing a platform to share and access information through online media and social networking sites. Social media, in particular, has become a powerful tool for individuals to voice their opinions on various aspects of life, including personal experiences, feedback on products and services, and critiques of governmental policies. In 2023, the number of internet users in Indonesia had reached 212 million users or 77% of the entire population. Meanwhile, 167 million of them are regular social media users. This indicates that more than half of the Indonesian population actively utilizes social media (Meltwater,2023). The emergence of new media and social media has brought about significant changes in the field of public relations, particularly in crisis communication. The utilization of this new technology has the potential to increase the complexity of crises. The rapid pace of information dissemination on social media platforms means that individuals can easily share information, resulting in benefits and inherent risks.

Internet users can begin publishing after exposure to the topic (Cinelli, 2020). Users will easily re-share posts on their social media accounts and create broader information amplification, especially if the issue is very relevant to them. This will be advantageous for good information but a source of crisis if the information substance is unfavorable. It is crucial to exercise caution when employing social media during a crisis to ensure that false

information is not disseminated and that accurate, timely updates are communicated. A post by TikTok influencer @awbimaxreborn, who has 1.3 million followers, has garnered significant attention. The criticism conveyed by @awbimaxreborn has been viewed more than 20 million times, surpassing the population of Lampung Province, which was recorded at 9,176,546 in 2022 (BPS, 2023). One post about government performance can reach a larger audience than the number of people residing in that area, underscoring the magnitude of its impact and making it a national concern.

Figure 1: TikTok account of @Awbimax reborn, 7 April 2023

Bima Yudho Saputro, also known as @awbimaxreborn, has become a prominent figure in public discourse due to his outspoken criticisms of the Lampung regional government. His viral TikTok video delves into Lampung's development challenges and highlights significant concerns such as infrastructure, education, governance, and the area's reliance on agriculture. While Bima intended to encourage positive change, his critiques drew strong reactions from the government, including legal threats. His case illustrates the crucial role that social media influencers can play in crisis communication, especially when their content confronts local authorities.

With a following of 1.3 million on TikTok, @awbimaxreborn commands significant influence over his followers. His posts can rapidly reach a large audience, as demonstrated by the referenced post, which garnered over 20 million views—far exceeding the population of Lampung Province. This highlights the power of influencers in shaping public opinion, making @awbimaxreborn a key player in crisis communication scenarios.

The study emphasizes how social media enables rapid information dissemination, whether favorable or harmful. Influencers like @awbimaxreborn can magnify local issues, turning them into national matters. This amplification compels governments and organizations to respond quickly and effectively, as a single critical post can escalate beyond its initial scope and create a crisis for local authorities.

The spread of information through influencers adds layers of complexity to crisis management. As posts reach millions, the sheer number of views and interactions increases the urgency for agile, transparent, and responsive crisis communication strategies. If

addressed, such issues can evolve into significant crises when influencers bring them to a broader audience. Studying @awbimaxreborn's impact helps uncover how influential figures can spark or intensify crises.

Furthermore, @awbimaxreborn's influence extends well beyond regional boundaries, turning what might have been a localized issue into a national conversation. This reinforces the significance of examining the role of social media influencers like him in crisis communication, as they shape public discourse and influence the direction of broader national debates. A crisis is when a company becomes the subject of public discussion (Regerseter & Larkin, 2005). In times of crisis, it is crucial to understand the potential advantages and drawbacks of utilizing social media platforms. The objective is to disseminate precise and timely information while concurrently curtailing the proliferation of misinformation.

The crisis also involves unpredictable events that challenge stakeholder expectations and can adversely affect an organization's performance (Coombs, 2012). Crisis communication entails the gathering, processing, and transmitting of information to address a crisis. Henry Kissinger, the former U.S. Secretary of State, once said, "an issue ignored is a crisis invited". It is essential to confront and resolve problems even if they appear intractable or cause widespread disagreement among individuals (Fleisher & Blenkhorn, 2003). During a crisis, information can spread so rapidly that it can overwhelm management before they can effectively control the situation (Millar & Heath, 2004). Social media has transformed the way people interact, which has, in turn, impacted the way organizations and corporations communicate (Špoljarić, 2021). Social media platforms have played an essential role in the distribution of information (Gonzalez, 2020).

The escalation of regional issues into national concerns has posed a crisis for local governments. What should have remained localized and addressed on a smaller scale has been amplified due to a lack of adequately managed crisis response. The post by @awbimaxreborn demands particular attention from the onset, given its potential audience of 1.3 million people. Moreover, as each day passes, video viewers continue to surge significantly. Ignoring such concerns can lead to communication problems, which can have severe and long-lasting consequences. Agile communication strategies and technology can help management gain better control of the situation and respond more effectively during a crisis. It is crucial to address these concerns proactively to avoid them gaining attention in public discussions and potentially becoming a major crisis.

The rapid spread of information via social media, especially by influencers like @awbimaxreborn, has escalated local issues into national crises, complicating communication for local authorities. The viral nature of posts criticizing government actions emphasizes the growing need for efficient crisis communication strategies. A significant challenge is that local governments often lack the preparedness to handle the scale and speed at which such information circulates, leading to uncontrolled public discourse, misinformation, and long-term reputational harm. This highlights the importance of adopting flexible and transparent crisis management strategies to address issues before they become national concerns.

Thus, this research explores how media intelligence monitoring tools can be utilized to determine the ideal timing for addressing communication crises. By evaluating social media data, these tools assist organizations and governments in tracking information spread, gauging public sentiment, and pinpointing the most influential moments to intervene. This

approach aims to reduce misinformation, better manage public discourse, and limit reputational damage during times of crisis.
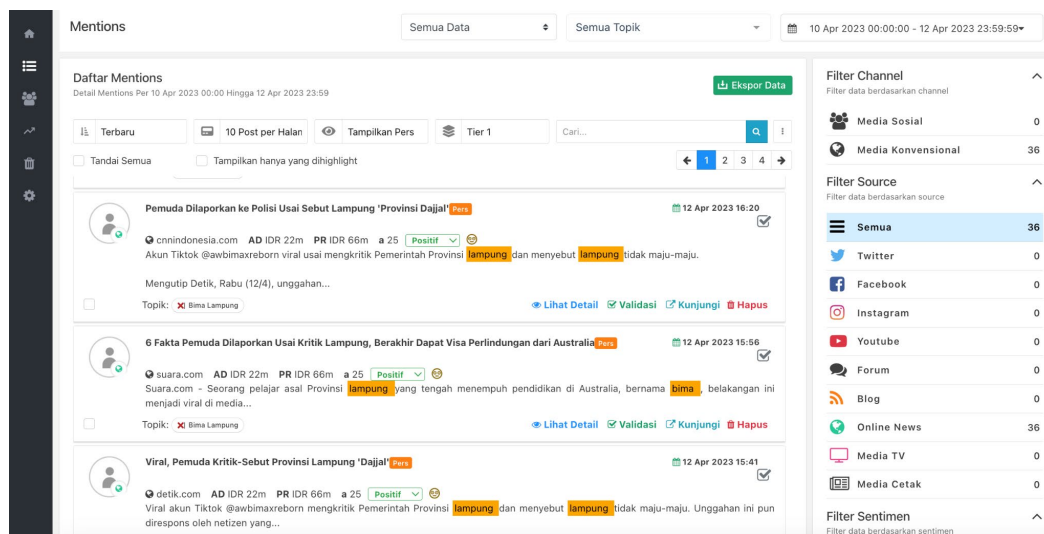

Figure 2: Kurasi Media intelligence monitoring tools

LITERATURE REVIEW

Several different literatures influenced this study. Because crisis communication is the primary topic of this study, it was the primary literature. Crisis communication is a fast-growing area of study that seeks to understand how communication is employed to manage information and meaning during crises (Coombs, 2009). Current research delves into the topic and draws upon various respected literature sources to guide the investigation. Understanding how organizations can communicate effectively during times of crisis is critical to ensuring the safety and well-being of all parties involved. By thoroughly analyzing prior research, valuable insights can be gained into the best practices for managing crisis communication.

Atkinson and Lee (2023) highlight the importance of social media in crisis communication during bushfire emergencies. This platform is invaluable for citizen journalism, allowing individuals to share their experiences and visual evidence, providing additional information and perspectives often overlooked by traditional news sources. Previous research has indicated that social media can serve as an instrument for changing behavior (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022; Tyas & Hutagaol, 2021). However, the study also highlights potential risks, such as the rapid spread of misinformation, rumors, and fake news, which can lead to confusion and disrupt effective crisis communication. The authors emphasize the importance of critical media literacy and verifying information from credible sources to mitigate the impact of false or misleading content.

Jane Cronin, Yuping Mao, and Ericka Menchen-Trevino (2022) explore the role of social media activism and its temporal aspects in connecting individuals during a government shutdown. The study elucidates social media's potential to establish a support network during critical periods. Through the collaborative sharing of information, individuals can address challenges and assert their needs more effectively. The study highlights the significance of timely communication and coordinated efforts.

Anastasia Denisova (2022) investigates the phenomenon of viral journalism, examining the strategies, tactics, and limitations involved in rapidly disseminating content on social media platforms. The present study examines the effective use of social media by high-

quality publications in the United Kingdom to attain a viral reach and its impact on journalism within the digital era. Through an analysis of the tactics employed by these media outlets, the research sheds light on the potential of social media to facilitate communication and enhance the dissemination of information. This study suggests that social media use can significantly contribute to developing a more informed and engaged society.

Sten Hansson and Ruth Page (2022) apply corpus-assisted analysis to investigate the legitimation strategies employed in government social media communication. The study explores how governments use language to establish and maintain legitimacy on social media platforms. It highlights the significance of analyzing textual data in understanding persuasive techniques and discourse patterns in digital communication efforts. This research emphasizes the importance of understanding how language is used in the digital era, mainly social media platforms.

Aphra Kerr, Marguerite Barry, and John D Kelleher (2022) investigate the expectations surrounding artificial intelligence (AI) and its ethical implications in communication governance. Their research explores how ethics shape AI development and deployment, influencing societal and regulatory expectations. The study advocates for effective communication governance frameworks to address the ethical challenges posed by AI technologies and ensure responsible and accountable AI practices.

Shugo Shinohara (2022) conducts a quasi-experimental study investigating the relationship between lousy government performance and citizens' perceptions during a local fiscal crisis. The research aims to shed light on the dynamics between governance, citizen perception, and budgetary crises, contributing to a deeper understanding of how local governments can navigate challenging economic situations while maintaining public trust and support.

Christopher Starke, Frank Marcinkowski, and Florian Wintterlin (2020) undertake an empirical study investigating the relationship between social networking sites (SNS), personalization, and trust in government. Their research provides empirical evidence for a mediation model elucidating how SNS influences citizens' trust in government. The findings contribute to a better understanding of the impact of social media and personalization strategies on public trust and engagement with governmental institutions.

Lauren Gorfinkel, Tanya Muscat, Sue Ollerhead, and Alice Chik (2020) also present a case study examining the government's 'owned media' in fostering cultural inclusion during the COVID-19 pandemic. Their study investigates the NSW Department of Education's communication strategies, content, and engagement with diverse communities on online and social media platforms. The research offers valuable insights into the effectiveness of government-owned media in facilitating cultural inclusion during times of crisis.

METHODOLOGY

In this research, we employ a qualitative approach to uncover the implicit meaning of a phenomenon and issues that may lead to a communication crisis in the digital realm. Following Creswell's framework, where researchers gather and interpret information (Creswell, 2022), the author examines data about @awbimaxreborn's posts and their repercussions in traditional media obtained through media monitoring and listening tools. Subsequently, this data is analyzed and interpreted to understand the unfolding of the crisis. Data collection occurred from April 7 to April 14, 2023, focusing on news coverage in conventional Indonesian media. This encompassed national print media, regional print media,

national online media, regional online media, and national television outlets. Differentiating between national and regional media was based on publication location and media reach, with regional media outlets published within Lampung Province.

The Importance of Effective Crisis Communication
In today's world, governments face various challenges that can disrupt operations and threaten survival. One such challenge is a crisis, which can have far-reaching effects on stakeholders, reputation, and overall stability. This is why organizations must prioritize communication during times of crisis. Effective communication can mitigate the impact of crises and ensure that organizations can recover and move forward. Marsen has shown in her research that crises can create high uncertainty and ambiguity for the administration. In such situations, timely and accurate communication becomes essential in addressing these uncertainties and guiding stakeholders in making informed decisions. The article highlights the importance of transparency, honesty, and openness in crisis communication (Marsen, 2019). Government can build trust and credibility with stakeholders by providing transparent and authentic messages. This, in turn, fosters stronger relationships vital for weathering the storm. Overall, the article emphasizes communication's pivotal role in mitigating the impact of crises and ensuring an organization's survival and recovery. The government can navigate through even the most challenging times by prioritizing communication and following best practices in crisis communication.

Marsen (2019) underscores the critical importance of responding to organizational/administration crises. Taking effective crisis responses seriously through strategic communication and ethical decision-making can go a long way in safeguarding an organization's reputation, rebuilding trust with stakeholders, and fostering resilience and growth. Organizations that acknowledge the importance of responding to crises and proactively preparing for such events are better equipped to navigate challenges and secure long-term success in today's ever-changing business landscape.

The Role of Public Relations (HUMAS and Diskominfo) During Crisis
It's crucial to have clear and open communication regarding Lampung's governance and Bima's concerns. Officials must provide accurate information to dispel any rumors or misinformation that may arise to prevent adverse impacts on stakeholders' perspectives. The government should respond promptly to new developments and regularly update the public to ensure a fair and secure resolution. In times of crisis, how an organization is governed can make all the difference in weathering the storm and coming out stronger on the other side. Two key components of governance - Humas and Diskominfo - have a critical role in effectively handling and managing crises. To do this, they must make swift, informed decisions that will help the organization navigate the challenges it faces. They need to assess the severity of the crisis, understand how it will impact the organization and its stakeholders, and develop a strategic plan to respond most effectively.

Exploring the Significance of Analyzing and Tracking Media during Crisis Situations
It is intriguing how media intelligence can provide companies with a thorough and all-encompassing view of their media coverage. From news articles to social media mentions, organizations can scrutinize online content related to their brand, products, or services to obtain valuable insights about their market positioning, customer perceptions, competitor activities, and emerging trends. Fill and Fill (2018) delve into the implications of media

intelligence regarding corporate communication, crisis management, and brand reputation. They stress the importance of media monitoring in enabling organizations to identify potential threats to their reputation and take swift action to alleviate negative publicity. Moreover, businesses can utilize media monitoring to identify opportunities for brand promotion and engagement with their target audience, thus bolstering their strategic marketing endeavors. Government officials can make informed decisions and establish and safeguard their brand reputation by leveraging media data and employing media monitoring tools.

The government must monitor the media coverage surrounding a crisis. This lets them stay informed about how the media portrays the crisis, what messages are being shared, and how different stakeholders respond. Businesses can make well-informed decisions to protect their reputation and brand image by monitoring the media closely. This is essential for managing crises and ensuring that overall business operations are not negatively impacted.

During times of crisis, the government must stay informed and aware of the evolving situation by closely monitoring the media landscape. This includes watching news outlets, social media platforms, blogs, and online forums. By doing so, companies can gain valuable insights into public perception and potential reputation threats. With the help of media intelligence, organizations can remain proactive and vigilant, identifying harmful or misleading information, rumors, and misinformation that might be circulating in the media. Being informed in real time enables businesses to craft timely and targeted crisis communication strategies that effectively address specific concerns and issues. This proactive approach ultimately helps to protect their brand reputation and maintain the trust of stakeholders during challenging times. By staying on top of the media landscape and identifying potential reputation risks early on, businesses can be better equipped to navigate through uncertain times and come out on the other side with their reputation intact.

For organizations and governments, it is imperative to remain informed and current concerning any crisis-related news and information. Regular monitoring of media channels enables the swift identification of potential reputation threats or emerging issues. Employing media intelligence allows for identifying negative or misleading information, rumors, or misinformation that may be circulating in the media. Such real-time awareness empowers organizations to take immediate action and respond effectively to any concerns or challenges that may arise.

Media intelligence serves not only as a tool for businesses and organizations to stay informed but also as a valuable asset for government agencies in identifying influential media sources and key opinion leaders who may sway public opinion during a crisis. This information is essential for comprehending the overall sentiment and impact of the crisis on stakeholders and the public. Government agencies like *Humas* and *Diskominfo* can enhance their crisis management capabilities by actively monitoring media channels. Media intelligence enables the development of timely and targeted crisis communication strategies that address specific concerns and issues highlighted in the media. This proactive approach empowers the government to take control of the narrative, correct misinformation, and demonstrate transparency and accountability during a crisis.

Situational Crisis Communication Theory

Situational Crisis Communication Theory, developed by Coombs (2007), is a valuable framework that organizations can use to communicate and respond effectively during times of crisis. This theory emphasizes the importance of tailoring communication strategies to the severity of the crisis and stakeholders' attributions of responsibility for the crisis. One of the fundamental principles of this theory is to employ different communication approaches based on the perceived level of responsibility for the crisis. Coombs (2007) underscores the necessity of adapting crisis responses to reflect stakeholders' perceptions of the organization's culpability.

To this end, the theory recommends that organizations provide a more proactive and empathetic response when stakeholders attribute a high level of responsibility to the organization. Conversely, when stakeholders perceive a low level of responsibility on the organization's part, a more defensive or minimal response may be appropriate. The theory also stresses the importance of providing timely and accurate information during a crisis and demonstrating concern and compassion for those affected. Organizations can effectively manage their reputation and cultivate trust and support during challenging times by aligning crisis communication strategies with stakeholders' attributions of responsibility.

Risk Communication Theory

Risk communication theory explores how risks are communicated to the public and how individuals perceive and respond to risks in different situations. One researcher, psychologist Paul Slovic, has significantly impacted this field with his Risk Perception Model. Slovic's research emphasizes the importance of emotions and cognitive biases in shaping people's risk perceptions. He argues that individuals are often ill-equipped to respond to risks that are distant in time and space or hard to detect and that their reactions are more influenced by the psychological characteristics of the risk rather than its actual size or severity. This highlights the need to consider psychological factors like trust, fear, and familiarity in risk communication efforts to ensure that messages resonate with the intended audience and elicit appropriate responses.

> People are not well-equipped to respond to risks that are distant in time and space and difficult to detect. When they do respond, their reactions are influenced more by the psychological characteristics of the risk than by its actual size or severity (Slovic, 1987).

By understanding the intricacies of risk perception, risk communicators can develop more effective strategies that bridge the gap between expert risk assessments and public comprehension. Ultimately, this can enable informed decision-making and facilitate better risk management.

The Social Amplification of Risk Framework

The Social Amplification of Risk Framework is a theoretical model that explains how information about risks spreads throughout society and affects public perception and response to those risks. This framework suggests that risks can become more or less significant as they travel through various social and media channels, leading to differences in how different parts of society perceive risk. The framework considers social, cultural, and psychological factors that impact how people understand and respond to risk-related

information. It provides valuable insights into how individuals and groups in society communicate, interpret, and act upon risks.

Social amplification theory explicitly recognizes that risk perceptions, and thus responses to risk, are subject to significant social influence. As people receive, interpret, and discuss information about risks, these processes are influenced not only by the characteristics of the risk event itself but also by institutional processes, social values, and cultural schemas. (Pidgeon & Slovic, 2003)

RESULTS AND DISCUSSION

This study highlights the significant impact of social media in shaping public discourse and drawing attention to crucial issues. Observing how a single post on TikTok and other similar platforms can trigger broader conversations and draw attention to important matters is fascinating. For instance, Awbimax Reborn, or Bima Yudho Saputro, shared a video expressing his dissatisfaction with the lack of development in Lampung's road infrastructure. Bima posted the video on his personal TikTok account, which had 1.3 million followers and was liked by over 5 million followers then. The three-minute video, which exposed his criticism of Lampung's authorities, went viral with 262.000 likes and was saved by 20.000 users (Kurasi, 2023). As information spreads quickly and is seen by many people on social media, they respond in various ways: giving likes to the video, leaving comments, or re-sharing Bima's video on their social media platform. The social amplification of the risk framework suggests that risks can become more or less significant as they travel through various social and media channels.
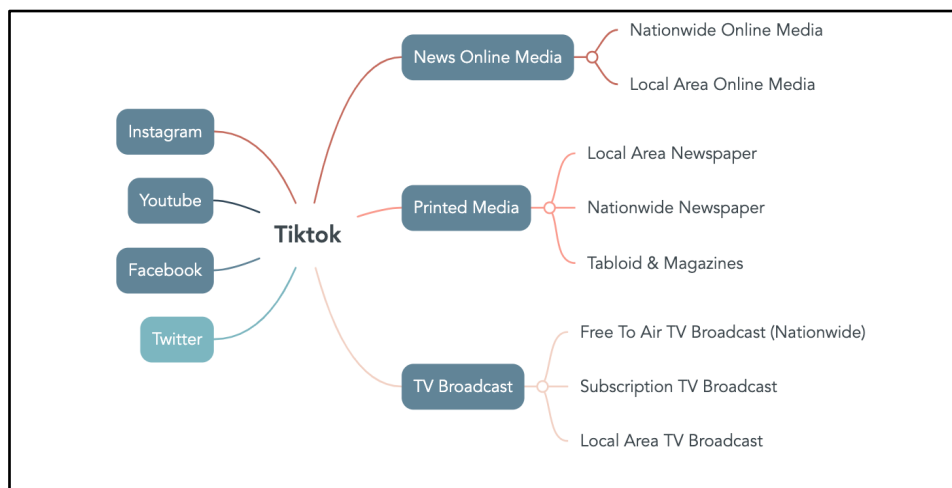

Figure 3: TikTok and broader discussion through media

People connected with his message, and the viral nature of social media allowed it to spread swiftly to a large audience outside his network. It's incredible how social media can bring people together and amplify perspectives that the public might not have heard otherwise.

The power of social media in fostering connectivity and amplifying voices is remarkable. Bima's video expressing his discontent with the current state of the city's road infrastructure has sparked essential conversations and brought attention to pressing issues. As the video gained traction, it served as a catalyst for other content creators and citizens of

Lampung to share their concerns and frustrations regarding the infrastructure situation. Social media has provided a democratic platform for individuals to express their unique perspectives, experiences, and ideas for improvement. The impact of a single post on social media can be inspiring in its ability to trigger meaningful discussions and facilitate positive change.

The impact of social media has been observed to extend beyond the digital realm and into the real world. In the case of Lampung, the concerns raised by Bima's video have garnered the attention of traditional media outlets, both in print and electronic formats. This more comprehensive coverage has highlighted Lampung's infrastructural challenges and brought them to public attention. The instance is a noteworthy example of how social media can be a potent tool for stimulating meaningful conversations and driving positive change in our communities.

The symbiotic relationship between social media and traditional media is fascinating. Social media's ability to generate meaningful discourse and engagement among individuals often changes how traditional media outlets present their stories. This interconnectivity of our media landscape highlights the potential for collective action toward generating positive change within our communities.

On the 7th of April, 2023, Awbimax Reborn released a presentation video on Tiktok where he discussed four significant concepts. The first topic was his critique of Lampung's infrastructure projects, which he observed as stagnant. He also raised concerns about the deteriorating condition of the city's roadways. The second topic was education, followed by bureaucracy and the city's reliance on the agriculture sector. Bima Yudho Saputro's video underscores the importance of addressing these critical issues and collaborating to effect positive change in our communities. The video presentation by Bima on social media has garnered significant attention and engagement, with a notable number of likes and a strong resonance within the online community. This indicates the significance of addressing crucial matters such as stagnant infrastructure projects, education, bureaucracy, and reliance on the agricultural sector and working in unison towards bringing change in our communities.

Bima's social media video presentation has been causing quite a stir lately. It is remarkable to witness the sheer number of people participating in the discussion and showing their unwavering support for the pressing issues that Bima has brought to light. The debates and conversations resulting from the video are a testament to the influential role that social media can play in bringing about positive change in our communities. Observing so many individuals banding together to combat crucial matters such as stagnating infrastructure projects, education, bureaucracy, and the agricultural sector's dependence is heartening.

The video's influence is not limited to receiving digital recognition. We find it uplifting to witness people from diverse backgrounds and fields of expertise converge to participate in meaningful discussions and share insights on the pressing issues raised in the video. The comments section has evolved into a valuable platform that offers solutions and recommendations on combatting the challenges encountered by road infrastructure in Lampung and other regions.

The impact of Bima's video on road infrastructure has been impressive, as it has managed to unite diverse individuals from various backgrounds and professions. The comments section has proven to be an invaluable resource, as it contains practical solutions and recommendations for improving Lampung's roads and those in other regions. It is heartening to note that the video has garnered digital attention and the interest of local authorities and public officials who are responsible for infrastructure development. This

highlights social media's potency in influencing public policy and keeping those in power accountable.

The widespread sharing of Bima's video on social media and the conversations it sparked demonstrate how digital platforms can be a powerful tool for driving social change and shaping public opinion. It is encouraging to see how individual voices, empowered by technology, can bring attention to important issues and spark meaningful conversations. This serves as a reminder of the impact we can all have when we use technology to amplify our voices and advocate for positive change.

Bima's critique was widely disseminated in the media and aligned with specific social values or cultural beliefs, leading to public awareness regarding governance issues in Lampung. This criticism has garnered attention and may impact public sentiment, resulting in apprehension regarding the purported consequences of these issues. It is crucial to assess the credibility of information sources and offer counter-narratives to ensure that the public understands the risks at hand. Moreover, social and psychological factors should be factored into communicating this information to the public.

When it comes to assessing risks, a variety of factors can influence how seriously we take them. For example, if we trust the source of information, we may be more likely to believe there is a real danger. On the other hand, if alternative viewpoints suggest that the risks are not as significant as they seem, we may feel less concerned. This is particularly relevant in the case of Bima's claims regarding governance issues. If there are doubts about the credibility of these claims or other perspectives suggest that the risks are not as severe, it could lead to a decrease in public concern about the potential dangers involved.

As individuals receive and engage in discourse regarding Bima's criticisms of Lampung governance, it is imperative to consider the potential influence of various factors on their comprehension and reaction to potential risks. Institutional protocols, societal values, and cultural frameworks can all shape individuals' perceptions of the situation at hand. It is essential to highlight that the repercussions of Bima's actions will be contingent on the reception and interpretation of information by diverse segments of society. The Situation Awareness and Risk Communication Framework can serve as a valuable tool in comprehending the intricacies of risk communication and public perception. Nonetheless, successfully implementing the theory in practical situations necessitates a meticulous analysis of specific contexts and information dissemination processes.

Moreover, Kurasi Tools revealed the influence of Bima's video on traditional media coverage. It tracked the number of news outlets that picked up the story, the frequency of mentions in articles, and sentiment analysis of the news. This analysis demonstrated how social media content, like Bima's TikTok video, can be a catalyst for news stories in mainstream media.

The following are the results of monitoring online media regarding the criticism submitted by Bima on his social media account. Various online media outlets extensively covered Bima's social media post and the subsequent attention it garnered. Major news portals, including Kompas.com, cnnindonesia.com, and others, reported on the issue, amplifying the reach of the concerns raised by Bima. The observational findings from the acquired data provide a descriptive interpretation of the ongoing issues and communication crises. The concurrent results are outlined below:

Table 1: Results of monitoring online media regarding the
criticism submitted by Bima on his social media account

No.	Date	News Title	Media	Tonality / Sentiment	Link
1	10 April 2023	Ginda Ansori's lawyer has filed a police report in response to the viral youth criticism of Lampung Province on TikTok. (Viral Pemuda Kritik Provinsi Lampung di TikTok, Pengacara Ginda Ansori Sudah Lapor Polisi)	Tribun Lampung (Regional Media)	Negative	https://lampung.tribunnews.com/2023/04/10/pria-berambut-ikal-viral-hina-provinsi-lampungdi-tiktok-pengacara-ginda-ansori-sudah-lapor-polisi
2	10 April 2023	Lampung Students Go Viral, Upload Striking Language (Viral, Mahasiswa Unggah VT Sebut Lampung Tak Maju-maju Dengan Bahasa Menohok)	Radar Lampung (Regional Media)	Negative	https://radarlampung.disway.id/read/664902/viral-mahasiswa-unggah-vt-sebut-lampung-tak-maju-maju-dengan-bahasa-menohok
3	12 April 2023	Netizens Defend the Viral TikToker Reported after Dismantling Lampung's 'Disgrace' (Viral TikToker Dilaporkan use Bongkar 'Aib' Lampung, Warganet Bela)	CNN Indonesia (National Media)	Negative	https://www.cnnindonesia.com/teknologi/20230412124022-192-936692/viral-tiktoker-dilaporkan-usai-bongkar-aib-lampung-warganet-bela
4	12 April 2023	Awbimax, a TikTok user, criticizes Lampung; here is the Deputy Governor of Lampung's response. (TikTokers Awbimax Kritik Lampung, Begini Respons Wakil Gubernur Lampung)	Kumparan (National Media)	Negative	https://kumparan.com/lampunggeh/tiktokers-awbimax-kritik-lampung-begini-respons-wakil-gubernur-lampung-20CI0o6eBO7
5	13 April 2023	Content of TikToker Awbimax Reborn's criticism about Lampung, which is considered not progressing (Isi Kritikan TikToker Bima alias Awbimax Reborn soal Lampung yang Dinilai Tak Maju-maju)	Kompas (National Media)	Negative	https://www.kompas.com/hype/read/2023/04/13/142153666/isi-kritikan-tiktoker-bima-alias-awbimax-reborn-soal-lampung-yang-dinilai

Media Profiling
In addition to interpreting data through the results obtained from media intelligence tools, the author also conducted a descriptive analysis of the media reporting on this issue. The descriptive analysis of the media profile begins with an examination of the website URL

address, office location, and the number of visits to each platform. Data on the number of visits to each online media platform and print media outlet is sourced from media intelligence tools. By conducting a descriptive analysis of the media profile, the author can assess the level of urgency of @awbimaxreborn's post issue to the local government. The following are the results of the profiling conducted by the author on the media reporting on this issue. The selected media were based on the crisis staging timeline.

a. Tribun Lampung: Tribun Lampung (lampung.tribunnews.com) was one of the prominent media outlets in the Lampung province of Indonesia. It is a part of the larger Tribun Network, which covers news from various regions in Indonesia. As per April 2023, Tribun Lampung had 1.698.000 users visited their news media platform with a visit duration of 2 minutes 21 second.

b. Radar Lampung: Radar Lampung is a well-known newspaper and media organization that covers a wide range of news and information related to Lampung. It provides news on various topics, including local news, regional developments, national news, sports, business, entertainment, and more. As per April 2023, Radar Lampung had 722.930 users visiting their news media platform with a visit duration of 17 seconds.

c. CNN Indonesia: CNN Indonesia is a partnership between CNN International and Trans Media Group, providing comprehensive news coverage on various topics, including local and international news, politics, business, technology, sports, entertainment, and more. The website features articles, videos, live streams, and multimedia content covering current events and breaking news. As per April 2023, Tribun Lampung had 47.330.000 users visited their news media platform with a visit duration of 1 minute 29 second.

d. Kumparan: Kumparan is an online news platform that enables users to engage with news content, share articles, and discuss topics with other users. It has a strong focus on user-generated content and community engagement, making it a popular platform for discussions and interactions among its users. The platform features articles, videos, and multimedia content produced by its team of journalists and contributors. Kumparan also collaborates with various media outlets and journalists to provide a wide range of perspectives and insights on current events and issues. Kumparan has gained a substantial following and readership in Indonesia due to its dynamic and interactive nature. As per April 2023, Tribun Lampung had 42.840.000 users visited their news media platform with a visit duration of 1 minute 23 second.

e. Kompas: Kompas.com was one of the pioneers of online media in Indonesia when it first appeared on the Internet on September 14, 1995 under the name Kompas Online. As per April 2023, Tribun Lampung had 148.000.000 users who visited their news media platform with af 3 minutes 54 seconds visit duration.

Monitoring of online media demonstrated that Bima's criticism, voiced through his social media account, had a significant impact on public conversation and knowledge of Lampung's infrastructure difficulties. The widespread coverage, community interaction, and answers from local authorities and experts highlighted the effectiveness of media as a forum for promoting change and initiating debates about crucial societal challenges.

The data provided valuable insights for policymakers and authorities to understand the public's concerns and priorities. It informed decision-makers about the urgency of addressing infrastructure development in Lampung and the potential impact of social media in driving public awareness and demand for change.

During the crisis involving Bima's social media account and his criticism toward the local government, media intelligence tools were crucial in providing valuable insights into the situation.

a. Social Media Profile Analysis: Media Intelligence Monitoring Tools would have thoroughly analyzed Bima's social media accounts, including his TikTok profile. The research would have included the number of followers, engagement metrics (likes, shares, and comments), growth rate, and demographics of his following. This information would have offered a clear picture of the reach and influence of Bima's social media presence.

b. Sentiment Analysis: Media intelligence monitoring tools could have performed sentiment analysis on the public's response to Bima's criticism toward the local government. By analyzing comments, reactions, and mentions related to his content, the tools could have determined the prevailing sentiment, whether it was positive, negative, or neutral. This analysis would have been crucial in understanding how the crisis was perceived by the public.

c. Total coverage in media: The amount of publications and news reports citing Bima's social media account and his criticism of the local government would have been tracked by media intelligence monitoring tools. This information would have shown the extent of media coverage and the level of attention given to the situation by traditional media outlets.

Overall, media intelligence insights during the crisis concerning Bima's social media account would have provided a thorough perspective of the situation's reach, impact, and public mood. These insights would have been important in understanding the dynamics of the issue and directing decision-making for the local government and other players concerned.

Identifying Golden Time in Responding a Crisis

FIRST PUBLISH
@awbimax Tiktok Account (April 7, 2023)

MEDIA COVERAGE
Local media coverage lampung.tribunnews.com and radarlampung.disway.id (April 10, 2023)

MEDIA COVERAGE
National Media Coverage cnnindonesia.com and kumparan.com (April 12, 2023)

NATIONAL COVERAGE
National Coverage in Kompas.com (April 12, 2023)
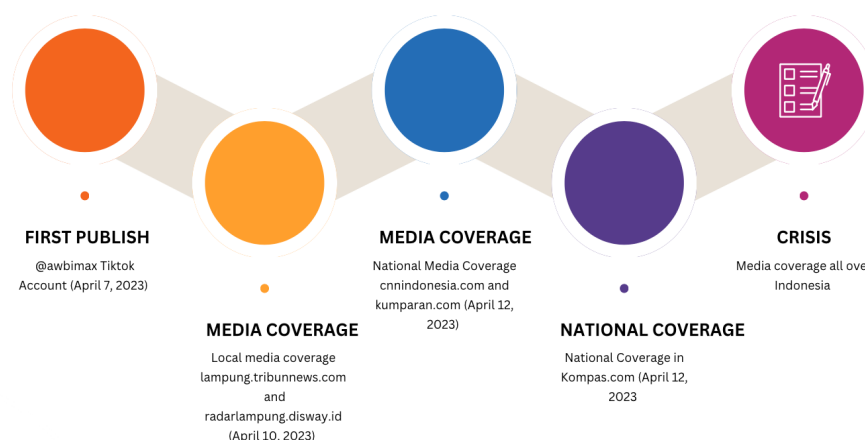
CRISIS
Media coverage all over Indonesia

Figure 2: Define golden hour

The timeline for the catastrophe is depicted in the image above, where the first Bima TikTok video clip was released on April 7, 2023, and quickly became viral. Within hours of its release, the video caught the attention of social media users, garnering thousands of views, likes, and shares. On April 10, Lampung regional online media outlets began to bring up the social media phenomenon in news pieces. These local news platforms recognized the significance of Bima's video and the growing public response it had sparked. They started reporting on the issue, shedding light on the concerns raised by Bima regarding Lampung's infrastructure development

As the local media's coverage gained momentum, national media outlets took notice and began releasing news articles about the crisis. By April 11, the story had reached prominent national newspapers, online news portals, and TV networks. The national media's involvement brought the issue to a much larger audience, attracting attention nationwide.

Following the national media coverage, the crisis's impact grew, leading to further discussions and debates on social media and other online platforms. The hashtag related to Bima's criticism and Lampung's infrastructure issues started trending, with netizens expressing their views, sharing personal experiences, and offering suggestions for improvement.

Public figures, influencers, and policymakers also joined the conversation, adding their perspectives. Their involvement amplified the public discourse, turning the crisis into a national concern and prompting authorities to respond proactively. As the situation unfolded, the local government acknowledged the public's concerns and expressed their commitment to address the issues raised by Bima and the wider community. They announced plans for infrastructure assessments, investment, and development projects to tackle the challenges identified through the crisis

The timeline depicted in the image reflects Bima's TikTok video's swift and far-reaching impact and subsequent media coverage. The crisis, which began as a social media phenomenon, quickly gained traction in regional media and later captured the attention of national media outlets. The crisis's rapid escalation led to increased public engagement, calls for action, and, ultimately, a commitment from the local government to address the infrastructure concerns highlighted by Bima and the online community.

It appears that the Lampung Provincial Government followed a three-phase approach in addressing the communication crisis that took place. These phases seem to have been well-defined and distinct.

Phase 1
Between April 7 and April 9, 2023, a TikTok video featuring Bima garnered significant attention across social media platforms. The Public Relations team of the Lampung Provincial Government assumed the responsibility of monitoring the video to ensure no adverse critiques or criticisms were overlooked. To accomplish this task, the team leveraged media intelligence monitoring tools to gather data from Bima's TikTok account, including the number of followers, viewers, likes, and comments. With this information in hand, the Provincial Government's team could prepare responses to address any potential issues on social media.

Phase 2
Prior to gaining traction on various platforms, a second phase of the issue had already transpired. This phase was classified as a crisis when regional online media covered it on April 10, 2023. During this phase, it became evident that online media had a significantly greater readership than Bima's personal TikTok account had viewers, thus indicating that Bima's critique of Lampung had been disseminated to an even wider audience beyond social media

Phase 3
The current situation has escalated to a critical level, with the crisis now gaining national attention as reported by online media on April 12th, 2023, following regional coverage the day prior. This development underscores the importance and urgency of addressing the issue for the Lampung Provincial Government. Prompt and effective measures must be taken to mitigate the situation and prevent further adverse impacts.

The research discussed in this study focuses on the timing of responding to a communication crisis that originates from viral content on social media. While this is an important aspect to consider, it is essential to acknowledge that crisis response strategies extend beyond just timing. There are various other factors and proper ways to respond to a communication crisis that warrant further research and exploration.

CONCLUSION

Beginning with the determination of crisis staging, the author analysed the viral incident involving @awbimaxreborn through their posts on TikTok and the implications of raising this issue in conventional media. The result of this analysis is presented in the following table:

Stage of Crisis	Identiying
Phase 1	Identifying posts on social media related to our organization and categorizing them based on followers, engagement, and reach.
Phase 2	Be vigilant regarding the news in the mass media, particularly regional media. At this stage, it is essential to prepare a communication strategy.
Phase 3	Be attentive to the news appearing in national media. Once the issue has reached the national stage, all stakeholders must work efficiently and transition into "crisis communication mode".

After careful analysis, it is evident that the internet, particularly through social media, has profoundly impacted virtual presence and the expression of opinions on a wide range of topics, including government policies. The increased use of social media has resulted in heightened communication and interaction between communities and government institutions. In contrast, media listening tools have facilitated the identification of potential crises and negative publicity. The Lampung Provincial Government case study highlights the criticality of responding efficiently and appropriately to criticism on social media and other channels to avoid communication crises. Public Relations personnel can leverage media analysis tools to rapidly examine data and develop communication strategies to address the situation.

In summary, the study underscores the significance of media monitoring tools and strategic communication in assisting local governance in navigating the challenges of the digital age. By using these technologies and adapting to the ever-changing virtual world,

governments and organizations can enhance their crisis management capabilities and engage with the public in a timely and efficient manner.

BIODATA

Karina Mancangara, a corporate communication graduate student at LSPR Institute of Communication Business, co-founded and currently serves as the director of Kurasi Media Nusantara, a leading Indonesian media monitoring and social media listening tools company. Email: 23072180004@lspr.edu

Fitria Risdayani is pursuing her graduate studies in corporate communication at LSPR Institute of Communication Business. She also co-founded Kurasi Media Nusantara, a leading media monitoring and social media listening tools company in Indonesia, where she serves as Chief Marketing Officer. Email: 23072180002@lspr.edu

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