

ABSTRAK

Fenomena yang terjadi bahwa PT Pupuk Iskandar Muda terdapat adanya kebocoran amonia pada gas amonia, kebocoran gas amonia tersebut dapat merusak lingkungan dan menimbulkan penyakit bagi warga yang menghirupnya. Penelitian ini memfokuskan penelitian secara spesifik, yakni sikap dan tindakan Humas PT Pupuk Iskandar Muda dan hambatan yang di hadapi Humas PT Pupuk Iskandar Muda dalam penanganan kebocoran amonia di desa Tambon Baroh Kecamatan Dewantara Kabupaten Aceh Utara. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan sumber penelitian terdiri dari informan utama, informan pendukung dan informan internal. Metode yang digunakan adalah metode pengumpulan data dilakukan dengan cara wawancara, observasi dan dokumentasi. Analisis data yang digunakan adalah analisis deskriptif yakni penganalisaan dengan cara menarik kesimpulan atas data – data yang di kumpulkan. Responsivitas dari hasil penelitian ini menunjukkan Responsivitas Humas PT Pupuk Iskandar Muda sudah baik dapat dilihat dari indikator sikap dan dilihat dari indikator tindakan yang dilakukan oleh Humas PT Pupuk Iskandar Muda dalam menangani kebocoran amonia di desa Tambon Baroh Kecamatan Dewantara Kabupaten Aceh Utara. Hambatan Humas PT Pupuk Iskandar Muda dalam penanganan kebocoran amonia di desa Tambon Baroh Kecamatan Dewantara Kabupaten Aceh Utara terdapat faktor internal dan faktor eskternal. Kesimpulan yang dirumuskan peneliti yaitu sikap dan tindakan Humas PT Pupuk Iskandar Muda dalam penanganan kebocoran amonia di desa Tambon Baroh Kecamatan Dewantara Kabupaten Aceh Utara sudah baik dan optimal dan saran yang peneliti sarankan yaitu seharusnya pihak Humas PT Pupuk Iskandar Muda harus memaksimalkan sosialisasi dan edukasi terkait kebocoran amonia dan untuk hambatan yang dihadapi seharusnya pihak Humas PT Pupuk Iskandar Muda mencari solusi agar dapat mengatasi hambatan tersebut dengan menjaga komunikasi yang baik dengan masyarakat.

Kata Kunci : Responsivitas, Humas, Penanganan, Kebocoran Amonia

ABSTRACT

The phenomenon that occurs is that PT Pupuk Iskandar Muda has an ammonia leak in the ammonia gas. This ammonia gas leak can damage the environment and cause disease for residents who inhale it. This research focuses on specific research, namely the attitudes and actions of PT Pupuk Iskandar Muda Public Relations and the obstacles faced by PT Pupuk Iskandar Muda Public Relations in handling ammonia leaks in Tambon Baroh village, Dewantara District, North Aceh Regency. This research uses a qualitative descriptive approach with research sources consisting of main informants, supporting informants and internal informants. The method used is a data collection method carried out by means of interviews, observation and documentation. The data analysis used is descriptive analysis, namely analysis by drawing conclusions from the data collected. The responsiveness of the results of this research shows that the responsiveness of PT Pupuk Iskandar Muda's Public Relations is good, which can be seen from the attitude indicators and seen from the action indicators taken by PT Pupuk Iskandar Muda's Public Relations in dealing with ammonia leaks in Tambon Baroh village, Dewantara District, North Aceh Regency. The obstacles to PT Pupuk Iskandar Muda's Public Relations in handling ammonia leaks in Tambon Baroh village, Dewantara District, North Aceh Regency, are internal factors, namely factors found in PT Pupuk Iskandar Muda, namely inadequate facilities and external factors that arise from outside, namely community dissatisfaction. The conclusion formulated by the researcher is that the attitude and actions of the Public Relations of PT Pupuk Iskandar Muda in handling ammonia leaks in Tambon Baroh village, Dewantara District, North Aceh Regency are good and optimal and the suggestion that the researcher suggests is that the Public Relations of PT Pupuk Iskandar Muda should maximize socialization and education regarding leaks. ammonia and for the obstacles faced, the Public Relations of PT Pupuk Iskandar Muda should look for solutions to overcome these obstacles by maintaining good communication with the community.

Keywords : *Responsiveness, Public Relations, Handling, Ammonia Leak.*