

## Abstract

Crisis communication plays an imperative role in the response stage of disaster management, as it facilitates effective coordination, provision of rescue and aid operations, and dissemination of information to the public. This thesis analyses the challenges faced by Türkiye in the crisis communication aftermath of the Kahramanmaraş earthquakes. Through a case study approach, this thesis aims to identify the inefficiencies, underlying contributing factors, and resulting impacts. The study utilizes Actor-Centered Institutionalism as the theoretical framework, emphasizing the role of actors, formal and informal institutions, and their interactions in shaping crisis communication processes. Methodologically, the research employs process tracing and in-depth interviews to trace causal mechanisms and gather nuanced insights from actors involved in Türkiye's response stage efforts. 5 people from diverse backgrounds who have been actively involved in the response stage aftermath the Kahramanmaras earthquakes have been interviewed. Findings from this research contribute to a deeper understanding of crisis communication dynamics in Türkiye and disaster management studies in general.

**Keywords:** crisis communication, disaster, management, earthquake management, Türkiye