

ABSTRACT

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Public Relations Strategy in Restoring Eiger's Corporate Image

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Companies that have a good image in the eyes of consumers, their products and services are relatively more acceptable to consumers than companies that do not have an image. Companies that have a positive image in the eyes of consumers also tend to survive in times of crisis. This research uses image recovery theory from William Benoit. The approach of this research method is qualitative, which utilizes research informants as primary data sources and for secondary data is research supporting data in the form of company data needed in this study. The results of the study found that: (1) Public Relations strategy plays a very important role in restoring the image of the Eiger company with the adaptive strategy theory of evaluating, re-evaluating, improving services, and making compromises. (2) The Public Relations strategy also plays a very important role in restoring the image of the Eiger company through the media used, such as online media and print media in reporting case explanations, apologizing to the public in order to regain public sympathy. (3) Better and maximum service is the key and goal of the Eiger company in getting back the company's positive image, because trust, customer satisfaction and loyalty are the priorities of the Eiger company.

Bibliography (1995-2018)