

ABSTRACT

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Corporate Reputation Management in Crisis Handling at PT Krakatau International Port.

Keywords: Corporate Reputation, Crisis Management, Pre-Crisis, Crisis Response, Post-Crisis.
(xiv + 53 + Attachments)

The company's reputation is a face or thing that must be maintained properly so as not to threaten the growth of a company, cause losses, maintain customers to remain loyal, and the company's services remain optimal. However, when issues occur in the company, it is very risky if not handled properly. In restoring the company's reputation, of course, the company will carry out stages that are considered effective to make the company's reputation better and positive again. From the phenomenon concerning the management of the company's reputation, whether it is engaged in services, products, etc., it will compete to create an image and maintain a good reputation. This study aims to determine how the management of corporate reputation in handling crises at Krakatau International Port using 3 stages of crisis management. The research method used in this research is a qualitative method with Timothy W. Coombs' crisis management theory, namely Pre-Crisis, Crisis Response, and Post-Crisis. The paradigm used in this research is the constructivism paradigm and the data collection methods used include observation, documentation, and interviews. The results showed that crisis management at PT Krakatau International Port is divided into 3 stages, namely Pre-Crisis, Crisis Response, and Post-Crisis. During Pre-Crisis there is a team that has been formed, has a crisis management SOP, and conducts crisis socialization as a preventive step. At the Crisis Response stage, the TKTD team discusses, collects data, provides standby statements, and releases crisis-related information on social media and news portals. In the Pre-Crisis stage or the recovery period after the crisis has passed, in addition to monitoring feedback from the public, the company is also aggressively conducting CSR and TJSL programs in an effort to improve the company's reputation.

Bibliography (2012-2024)