

ABSTRACT

On August 25, 2017, there was a split of satellites belonging to PT Telekomunikasi Indonesia Tbk namely Telkom 1 satellite that caused all offline satellite services such as 6000 ATM in west of java, TV, Radio and others. The emergence of the case makes the need for real action from public relations PT Telekomunikasi Indonesia Tbk Regional 3 so that the case does not damage the image of the company.

The method used in this study is a qualitative research method with a single case study design where the case is an important case in testing the theory that has been well prepared. The single case is then used to determine whether the proposition of a theory is correct or whether some of the alternative explanations are more relevant. The purpose of this research is to know the activity of public relations in handling crisis.

Based on the results of research and discussion, it is known that PT Telekomunikasi Indonesia Tbk has run public relations activities with 5 stages of crisis to know the stages of the crisis including (1) pre-crisis stage, (2) stage warning, (3) stage acute crisis, 4) clean-up phase, and (5) post-crisis stage. In addition, public relations of PT Telekomunikasi Indonesia Tbk also performs corrective actions as an effort to manage the crisis such as (1) crisis identification, (2) crisis analysis, (3) crisis isolation, (4) strategy choice, and (5) control program. By taking action against a crisis means PT Telekomunikasi Indonesia Tbk has been responsible for its stakeholders and the public

Keywords: Public Relations, Public Relations Activities, Stages of Crisis, Efforts to Manage Crisis.