

ABSTRACT

A crisis is a common thing that happens to a company. In transportation companies, a crisis in the form of accidents often occur and cause a variety of consumers perception. However, each company has their own Public Relations or PR team to make strategies for crisis management in the company. The purpose of this study was to determine the perception of AirAsia Indonesia consumers towards crisis Public Relations strategies in AirAsia QZ8501 case, with the consumers as key informants. The method used is qualitative research with case study approach. Types of data used are primary data through observation and interview, and secondary data through online news and the company's website. The results obtained through this research suggests that the consumers perception can be positive and negative. Perception is an experience of objects, events, or relationships obtained by concluding information. By knowing the strategies for a crisis Public Relations from various media, especially the television and online media, consumers are able to process the information and have their own perception.

Keywords: Perception, Consumer, Consumer Perception, Crisis Public Relations, Crisis Public Relations Strategies, AirAsia Indonesia, AirAsia QZ8501