

**CRISIS MANAGEMENT STRATEGIES OF PUBLIC RELATIONS PERTAMINA
RU II IN HANDLING THE DEMONSTRATION OF OUTSOURCING LABOR**

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ABSTRACT

Public relations is very needed in an organization or a company. Public relations is an alternatif option that choose for persue and to archieve the target. Public relations within the framework of a plan of public relation in a company. Of course public relations also doing crisis management when happening a crisis in the company. Rally or demonstration is a crisis that can happen by private companies as well bumn companies. Pertamina is a company state property that moves in energy region involve oils, gas, new energies and renewable. A refinery unit by Pertamina, is Pertamina Refinery Unit II Sungai Pakning area has been in crisis for contract labor demonstration which is almost happen every year, start from year 2012 to year 2016. The purpose of this research is to know how the crisis management strategies do Pertamina RU II in how to handle contract labor demonstration Pertamina RU II Sungai Pakning. To archieve the purpose of the research, the writer use qualitative approach case studies by explain in descriptive, with interview technique to collect the data. Then the writer hooking the result of the data with Gonzales-Herrero and Pratt, conceptualize crisis management strategies in form steps involve issues management, prevention planning, crisis process that happen, and crisis pasca. Result of this research shows that crisis management strategies do by public relations Pertamina RU II region is quite optimal, because the result has been successfully to create a conductive atmosphere and in year 2017 there was no demonstration because it already handled well in the pervious year.

Keyword: Strategies, Crisis Management, Demo, Public Relations