

ABSTRAK

The purpose of this research is to find out what kind the role of Public Relations used by PT. Krakatau Steel (Persero) Tbk in restoring corporate image. Theories used in this study are public relations theory (Nova, 2014: 28), crisis management theory (Kriyantono, 2015: 277) and image theory (Pudjiastuti 2014:118) This study uses a qualitative method with a post positivism paradigm. Data collection is done through interviews, observations, and documentation. The results showed that PT. Krakatau Steel seeks to establish a code of ethics in its work, maintaining relationships with both internal and external, at the stage of the PT. Krakatau Steel immediately formed a stand-by statement and immediately conducted a press release and then in the post crisis stage PT. Krakatau Steel optimizes it with positive activities carried out by the company.

Keyword: *Public Relations, Crisis Management, Image, Image Recovery.*