

ABSTRACT

During the period when PT Angkasa Pura I (Persero) Yogyakarta carried out the process of building an airport located in Kulon Progo district, this happened which became the public spotlight for quite a long time, both through mass media and social media. Even though it became the public spotlight through negative news and issues, the news that was displayed began to lead to positive coverage. This situation cannot be separated from the role of Public Relations within the company so that PT Angkasa Pura I (Persero) Yogyakarta is separated from the news crisis that hit the company during the construction process of YIA airport which was at the beginning of its development with NYIA. In this study, researchers focused on public relations and crisis communication strategies. With the aim of communicating the crisis communication strategy carried out by public relations of PT Angkasa Pura I (Persero) Yogyakarta in overcoming negative news that came through the media during the construction process of the International airport in Kulon Progo. This research is a qualitative research using a constructivist paradigm. Researchers used data analysis derived from in-depth interviews, observation, documentation, and literature study results. The information to be selected comes from the Public Relations Team at the Branch Office and the Public Relations Team for the PT Angkasa Pura I (Persero) Yogyakarta project office, Academics who are experts in the field of Public Relations, and Kompas.com Media Journalists. The result of this research is that in the issue detection stage, PT Angkasa Pura I (Persero) Yogyakarta has a communication team whose role is to monitor media and media relations. In the planning stage, the public relations focuses on not being too reactive to the news by having a classification of news that needs to be responded to, maximizing the clarification process, applying one voice, and having SOPs in sending information to the media. During the crisis stage, empathy communication is carried out and expanded communication channels to the public.

Keywords: Crisis Communication Strategy, Public Relations, PT Angkasa Pura I (Persero) Yogyakarta.