

## **ABSTRACT**

*This research discusses crisis management carried out by public relations of PT Kereta Api Industri (Persero). Crisis is a powerful intensive confrontation that occurs in a short time and is dangerous so that decisions must be made quickly and precisely. The purpose of this study is to describe the crisis management carried out by PT INKA (Persero) PR in dealing with negative issues on the Jabodebek LRT train door. This research examines the crisis communication carried out by PR of PT INKA (Persero) seen from Situational Crisis Communication Theory using case study analysis of qualitative research methods. The research found that PT INKA's PR has carried out crisis management starting from the pre-crisis, crisis to post-crisis stages well, but there are still shortcomings in crisis management efforts in responding to the crisis at the rebuild stage.*

**Keywords:** *Crisis Management, Crisis PR, Public Relations.*