

ABSTRACT

The communication crisis faced by Erspo as the official apparel brand of the Indonesian national football team triggered strong reactions from cyber communities on platform X, especially among football supporters questioning design quality, communication ethics, and brand credibility. This study aims Discourse Analysis of Online Communities on the Erspo Brand During a Communication Crisis and to evaluate the brand's communication strategy based on digital public perception. A qualitative approach using the Discourse Network Analysis (DNA) method was employed to map relationships between digital actors and discursive claims across two main threads. Theoretical frameworks used include the Situational Crisis Communication Theory (SCCT), along with the concepts of reputation, to assess how public discourse shapes brand perception. The findings reveal six dominant discursive claims: criticism of internal figures, trust crisis, dissatisfaction with clarification, legitimacy of vendor selection, boycott movements, and irrelevant comments. These claims were collectively constructed by a digital public actively engaged in producing meaning and evaluating brand legitimacy. Erspo's communication strategy was considered inappropriate for the type of crisis due to its defensive and low-empathy tone. In conclusion, brand reputation and trust in the digital era are co-constructed through dynamic, critical, and symbolic discourse involving active cyber communities.

Keywords: *brand reputation communication crisis, cyber community, discourse network analysis, Situational Crisis Communication Theory SCCT*