

ABSTRACT

Title : PT.Himalaya Transmekas Public Relations Strategy in Handling Crisis Due to the Covid-19 Pandemic

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Study Program: Public Relations

In a business, public relations plays a vital role. One of them is to deal with problems that arise in the company, which is why a public relations strategy is in place. Within the framework of a public relations plan, the public relations strategy is the best option for achieving the public relations objectives. The aim and focus of this study is to examine how PT. Himalaya Transmeka's public relations approach addresses the problem caused by the covid-19 outbreak. Qualitative research utilizing case study research methods was used in this study. Situational crisis communication theory was employed as the theoretical foundation. Data sources based on the findings of interviews and observations with resource people. The study's findings suggest that PT. Himalaya Transmeka's public relations strategy for dealing with the covid-19 pandemic situation did not go well, and in fact caused a new crisis.

Keywords: *Public Relations Strategy, Crisis, Covid-19 Pandemic*

ABSTRAK

Judul : Strategi *Public Relations* PT. Himalaya Transmeka Dalam Menangani Krisis Akibat Pandemi Covid-19

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Public Relations mempunyai peranan penting pada suatu perusahaan. Salah satunya ialah mengatasi masalah yang terjadi pada perusahaan maka dari itu adanya strategi *public relations*. Strategi *public relations* adalah alternatif optimal yang dipilih untuk ditempuh guna mencapai tujuan *public relations* dalam kerangka suatu rencana *public relations*. Tujuan dan fokus penelitian ini membahas tentang bagaimana strategi *public relations* PT. Himalaya Transmeka menangani krisis akibat pandemi covid-19. Metode penelitian yang digunakan yaitu penelitian kualitatif dengan metode penelitian studi kasus. Landasan teori yang digunakan ialah teori komunikasi krisis situasional. Sumber data penelitian diperoleh berdasarkan hasil wawancara dan observasi dengan narasumber. Hasil penelitian menunjukkan bahwa strategi *public relations* yang dilakukan PT. Himalaya Transmeka dalam menangani krisis akibat pandemi covid-19 tidak berjalan dengan baik justru menimbulkan krisis baru.

Kata Kunci : Strategi *Public Relations*, Krisis, Pandemi covid-19