

ABSTRACT

PT. Pelabuhan Indonesia II (Persero) is one of the State-Owned Enterprises of the Republic of Indonesia which has been operating for Port Authority. This company is also been having the internal problem since August 2015 which the problem itself was all about Richard Joost Lino as the President Director of Pelindo II that was being accused of mobile crane's corruption. Therefore, the crisis became a threat for the company since the news of the rummage by Bareskrim Polri to the President Director of Pelindo II's office and it has prevailed all around the electronic medias and conventional-or-printed medias.

The method that has been utilized for this research is a descriptive qualitative method, and applying some technique through in-depth interview technique, direct observation at PT. Pelabuhan Tanjung Priok and also supported by company's data documentations. Thus, the research is purposed to find out on how the crisis has been responded by using the media relations' strategies by PT. Pelabuhan Tanjung Priok.

As the result of this research and thence the author had obtained the relations between the Public Relations' Affiliation Company and Public Relations' Holding Company is to supporting each other whilst the crucial point and to back up each other's company programs. Nonetheless, when the crucial point was happened, PT. Pelabuhan Tanjung Priok's Public Relations didn't contribute much to solving the crises yet just helped to spread the truly and positive information through electronic medias or printed medias.

Keywords : Public Relations PT. Pelabuhan Tanjung Priok, Media Relations, Crisis, Holding Company.