

ABSTRACT

One of the busiest airport in Indonesia is the Soekarno - Hatta International Airport. PT Angkasa Pura II as the developer of the Soekarno - Hatta International Airport develops Terminal 3 to handle the surge of passengers who happen in every long holiday period. However, sometimes after the operation, the public and the media often reported several complaints against facilities and infrastructure facilities in Terminal 3 as power of failure, flood, and criticism of public figures Indonesia. Reporting from the public and media demands a real action of a public relations practitioner of PT Angkasa Pura II.

The method used in this research is descriptive qualitative method by using the technique of in-depth interviews, observation, and documentation. The objective of this study is to determine how the public relations activities of PT Angkasa Pura II in addressing the negative news in the beginning of the opening of Terminal 3 Soekarno - Hatta.

Based on the results of research and discussions, it is known that PT Angkasa Pura II has been running a public relations activity with 5 stages of crisis to know the life cycle of crisis including: (1) the stage of pre-crisis, (2) phase warning, (3) the stage of acute crisis, (4) clean-up stage, and (5) post-crisis phase. Besides public relations, PT Angkasa Pura II also performs corrective actions as an attempt to manage the crisis including: (1) identification of the crisis, (2) analysis of the crisis, (3) isolation of the crisis, (4) the choice of strategy, and (5) control program. Taking action against a crisis means PT Angkasa Pura II has been responsible for its stakeholders as well as to see the extent of the crisis in society.

Keywords: Public Relations, Public Relations Activities, Stages of Crisis, Crisis Management.