

Crisis Management Public Relations Novita Hotel Related Issues of Blasphemy

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ABSTRACT

The existence of freedom of opinion in the community and the media that is one upload in social media by someone in the picture shows a picture of Christmas ornament lafadz Allah contained under it allegedly as an issue of religious defamation that became a crisis for Hotel Novita. The crisis can be said to be a life cycle that has several stages starting with signs of a crisis and ending with a crisis resolution by devising a planning strategy in the event of a crisis. This research uses conceptual basis of crisis management, crisis communication, and public relation role. This study aims to find out how the management of Hotel Novita in managing the issue of religious defamation and how the role of public relations Hotel Novita on the issue of defamation of religion. This research uses qualitative approach by using constructivism paradigm and using case study method. Data collection techniques used are observations of various articles that support the chronology of events, documentation of the hotel, and semi-structured interviews from the inform the hotel. The result of this study is that the case occurred on December 23, 2016 preceded by the temporary shutdown of the hotel's operations to speed up the investigation and investigation process and the hotel reopened on January 18, 2017 and has gained actors so the legal process ends on May 17, 2017. The crisis stage begins with the presence of signs of crisis but neglected. Crisis prevention efforts consist of communication teams holding press conferences by inviting mass media and all forms of information informed by the Novita Hotel and related parties for the originality of the information. In addition, the role of public relations Hotel Novita as a problem-solving facilitator who has the fastest path to top management. The role of public relations is to improve communication between employees and supervisors related to criticism and suggestions and to mediate, press conference and customary wash to be able to restore the image of Hotel Novita back.

Keyword: Crisis Management, Crisis Communication, Public Relations Role