

ABSTRACT

Bank Indonesia officially released a new design of rupiah year 2016. The replacement of the new money includes the design and elements that contained in the new design of rupiah year 2016. With the design replacement of new money, various opinions emerged from the civilizations. One of the great scholars in Indonesia expressed his opinion that the element of security that contained in the new money Rp100.000 (one hundred thousand rupiah) contains the image of the sickle and hammer which is identified as the symbol of the ICO (Indonesian Communism Organization). This could lead to a crisis for Bank Indonesia starting from the crisis of confidence, the destruction of the image to the instability of the rupiah. Crisis is an unstable condition where a quick decision is needed. For that, one way to handle the crisis is to plan a communication strategy.

Communications strategy is planned by public relations practitioners to achieve a certain goal, one of which is handling crisis or current issues happening. This study aims to determine the communication strategy and its implementation in handling the crisis faced by PR practitioners of Bank Indonesia West Java Province. This research uses communication strategy model of PR Cutlip and Center. The research paradigm used is constructivist paradigm. The methodology used is qualitative descriptive analysis by using case study research strategy. From the research results through the stages of understanding, acceptance, and action, then formed research using PR process is the facts identification, communication strategy planning, communication implementation, and evaluation of communication strategies.

Keywords: *New Design of Rupiah Year 2016, Sickle and Hammer, Communication Strategy, Public Relations, Crisis.*