

ABSTRACT

The conflict between conventional taxi driver with online taxi driver, over the last few years have always been the headlines and being the center of public attention in the mass media. As in the case of online taxi driver persecution at Adisutjipto International Airport Yogyakarta. Where the video of violence against a man as known as online taxi driver which are spotted picking up passengers at yogyakarta, although it's not allowed, had viral on a platform social media like youtube , conventional media , and online media. In that video, conventional taxi driver being mad and disarmed that man, due to his negligence of picking up a passanger in the red zone. A video that viral in social media drive the company to get some of negative news instead of focusing on both side, conventional taxi driver with online taxi driver, who have a conflict. When this things being ignored, the negative news could be wide and potentially destroy companies's image .This is also supported by the theory of public relations crisis or crisis communication that stated, the crisis occurred because of the negative news that potentially damage and affect the companies's image. In this case, public relations has responsibility to overcome the crisis to ensure that the public well served by the organization. Considering that PT Angkasa Pura I, is one of government companies which can be an example or guidelines for similar companies to resolve the conflict between conventional taxi driver and online taxi driver at their area.

This study aims to to know and to analyze how PT Angkasa Pura I face up on the crisis occurred and how communication planned in a crisis situation at that time. Using the qualitative descriptive method, researchers collected various data and by the form of words as well as an image that is derived from the results of the interviews, observations, documentation, as well as company's archives. The handling of the crisis it self can be done quickly over three days. Even, one week after that video of persecution going viral in mass media, that negative news was started to damp.

For that reason, researchers were able to makes conclusion that response who given by PT Angkasa Pura I Adisutjipto has been succeeded. It because PR conduct media monitoring, classifying the news, and having coordinated with related parties as one of the efforts in order to held a focus group discussions. Not only that, in order to managed the crisis, related parties also participated in the press conference, to clarify the negative news. Angkasa Pura managed to confront the negative issues by released some of positif issues in Adisutjipto Airport. Besides, they also makes a press release clear the issues about that case from their perspective.

Key words: *Stages of Crisis, Crisis Management, Media Relations*