

ABSTRACT

PT Krakatau Bandar Samudera has caused environmental impacts namely air pollution and flood disasters in Ciwandan Subdistrict, which is the most extensive Sub-District in Cilegon with a total area of 51.81 KM2 or 29.52% part of Cilegon City according to data from the Government of the Regional Secretariat of Cilegon in 2017. In 2013, based on the management report of PT Krakatau Bandar Samudera, it had succeeded in achieving several targets, namely, the Company's Health Level, Assessment of Company Health Level was measured in several Aspects, namely Financial Performance Aspects, Operational Aspects, and Administrative Aspects. Company Health Level Assessment in accordance with PT Krakatau Steel (Persero) Decree No. 08 / C / DU-KS / Kpts / 2003, February 24, 2003, which are in the criteria of Healthy AAA, with a score of 95.60. Based on the health level of the company that is in AAA Health, with a score of 95.60 this makes the researcher want to know about how PT Krakatau Bandar Samudera handles the crisis of environmental impacts. This study uses the post-positivist paradigm with descriptive qualitative methods. From the results of the research conducted by researchers, it can be seen that the communication strategy of PT Krakatau Bandar Samudera in dealing with the crisis of environmental impact has a communication strategy step that has communication teams, mass media contacts, does not close information, communication reputation, many communication channels, corporate social responsibility. The steps of the communication strategy were carried out by PT Krakatau Bandar Samudera when implementing the environmental impact crisis.

Keywords: crisis communication strategy, crisis, environmental impact communication strategy