

## **ABSTRACT**

This thesis discusses the crisis management of PT. Inalum (Persero) in handling negative news and crisis management in the mass media. The news contained news about the director of PT. Inalum (Persero) who was expelled by members of the DPR at the meeting. The aim of the study was to find out the steps of how the crisis management was carried out by PT. Inalum (Persero) in managing crises. Qualitative research approach with descriptive research design. The result of the research is that there is an understanding of the crisis and the Public Relations of PT. Inalum (Persero) has not fully implemented theoretical concepts in managing crisis.

**Keywords: Crisis Management, Crisis**