

## **ABSTRACT**

*During the current Covid-19 pandemic, the Padepokan Tujuh Sembilan company is experiencing a crisis or problems regarding cooperative relationships with its corporate partners, this happens because the pandemic limits the movement of companies and company partners in collaborating. Crisis or problems that occur in the company such as termination of cooperation contracts, cancellation of cooperation activities and miss communication on cooperative activities. Even though the Padepokan Tujuh Sembilan company is experiencing a crisis or problems in the cooperative relationship with its partners, the company can overcome some of the problems that occur and can also get new connections in collaboration in the branding field. In this study, researchers focused on crisis communication strategies, external communication and crisis management or problems. With the aim of knowing the crisis communication strategy of the Padepokan Tujuh Sembilan company in dealing with crises or problems regarding cooperative relationships with partners. This research uses descriptive qualitative method with post-positivism paradigm. This study uses data analysis derived from in-depth interviews with informants and documentation. The selected informants came from the branding division of Padepokan Tujuh Sembilan and LP3I Cimahi, which is one of Padepokan Tujuh Sembilan's company partners. The company utilizes certain communication media that have special advantages to support the communication carried out by the company. There are five steps in crisis management in this study such as crisis identification, crisis analysis, crisis isolation, strategy choice and control programs. But the company uses only a few crisis management measures.*

**Keywords:** *crisis communication, crisis, communication media crisis management and external communication.*