

## **ABSTRACT**

Image is an important factor for the organization because a good image will make it easier for the organization to access interests and involve outsiders, but if it has a negative image it can have an impact on many things related to the sustainability of the organization in the future. Persaudaraan Setia Hati Terate of the Selogiri branch in Wonogiri experienced a clash with Persaudaraan Setia Hati Winongo which had an impact on the community, because of this incident the image of PSHT became negative. This study aims to find out how the PR strategy implemented by PSHT Selogiri branch in improving the image of the crisis that occurred. This study uses qualitative methods and constructivism paradigm. The results of this study are carrying out an image restoration strategy by finding out the causes of the incident, riot prevention efforts, repair efforts, image restoration efforts, the relationship between the two organizations after the riots, and the Wonogiri people's perspective on post-crisis PSHT. The conclusion obtained is that PSHT management lacks skills in handling crises, crisis management is carried out with a direct and simple approach. Then in 2022 PSHT of the Selogiri branch will be able to establish harmonious relations with PSHW and other stakeholders.

**Keywords:** Image, Crisis, Organization