

ABSTRACT

In the digital era the way public relations works has changed because the practice is carried out by utilizing new media in establishing communication and reaching audiences. The nature of new media allows interactivity so that social media becomes a place for consumers to share their experiences. As was done by Gandhi when he wrote his complaint about Chizu Red Velvet, a menu from Es teh Indonesia. The complaint goes viral and considered as a threat for the image of Es Teh Indonesia. Thus Es Teh Indonesia took the action of subpoena to resolve the crisis. However, this action drew criticism from netizens. This research is aimed to look at Es Teh Indonesia's case from the consumer perception. The research was conducted using qualitative methods with case study approach. The results of the study show that consumers still prefer to buy Es Teh Indonesia's products. However, this case makes consumers feel reluctant and wary to do complaints especially through social media. Consumers prefer to give lower ratings or stop making purchases.

Keywords: *Consumer Perception, Subpoena, Es Teh Indonesia*