

ABSTRACT

Crises can pose a threat to a company's reputation, Public Relations has an important role in handling crises. Crisis Communication and Crisis Management assist companies in dealing with crises through the dissemination of information and strategic planning. This study aims to determine the relationship between crisis communication and crisis management with the reputation of PT Kereta Api Indonesia China. In this study, researchers used quantitative methods with descriptive analysis. The research was conducted using purposive sampling with 130 respondents who follow the twitter account @KeretaCepatID. The results showed that crisis communication has a positive and significant relationship with reputation, crisis management has a positive and significant relationship with reputation, so that crisis communication and crisis management have a positive and significant relationship with reputation. The results of these findings are expected to be used as a reference for reputation-related crisis management.

Keywords: *Crisis Communication, Crisis Management, Reputation*