

ABSTRACT

Digitalization makes it easier for consumers to access the information they need through many media, one of which is Google Maps. An online map platform with social media-like elements, one of which is online consumer reviews for local businesses. This study examines reputation recovery tactics at Cafe Dreams Social Life. The purpose of this study is to examine Cafe Dreams Social Life's reputation restoration and communication strategies on Google Maps. The research method employed in this study is a qualitative approach using a constructivist paradigm through case studies to investigate the behaviour, decisions, and identities involved in reputation rehabilitation. In this study, data was collected through interviews, observations, and documentation. Cafe Dreams Social Life is effective at recognising and dealing with both technical and non-technical issues. Human resource (HR) management is critical to regaining reputation. The company was successful in boosting external consumer communication and providing a favourable experience.

Keywords : Cafe Dreams Social Life, Google Maps, Online Consumer Reviews, Reputation Recovery Strategy