

ABSTRACT

Every business company is required to have preparedness and detailed strategies to anticipate the possibility of a Crisis situation, which can arise unexpectedly. One of them is PT Kereta Api Indonesia (Persero). A business company engaged in land transportation requires extensive Crisis Management to build its image and trust among its users. This study aims to analyze the implementation of Crisis Management by PT KAI in handling complaints from train transportation users. It is viewed from the conformity with the theory of Rachmat Kriyantono in his book Crisis Public relations (2015:233-243) regarding Crisis Management. This research uses a qualitative descriptive method. Data collection was carried out through guided free interviews, documentation, and observation. The results of this study indicate that the Crisis Management implementation applied by PT KAI has been successfully implemented to build the company's image, security, and comfort for train transportation users. This is evidenced by the significant role of PT KAI's Public relations staff who managed to handle user complaints and recorded feedback reviews in the attached data.

Keywords: Crisis Management, PT KAI, User Complaints