

ABSTRACT

*The potential crisis that can affect the image and reputation of PT. PLN (Persero) UP3 Manado is related to PLN Mobile. The PLN Mobile application is part of the company's digitalization innovation that aims to improve practicality, efficiency and accuracy in electricity service management. In fact, there are several obstacles experienced by customers, especially delays in processing and following up on customer reporting in the PLN Mobile application which reflects a lack of professionalism in service. This causes dissatisfaction and distrust from customers which has the potential to damage the company's image. The purpose of this study is to increase customer participation and trust in the use of the PLN Mobile application in the city of Manado through strategies carried out by the public relations of PT. PLN (Persero) UP3 Manado in preventing crises that arise due to suboptimal application functions. The theory used is the Situational Crisis Communication Theory / SCCT (Situational Crisis Communication Theory) developed by W. Timothy Coombs in 1995 in *The Handbook of Communication and Corporate Reputation* (Carroll, 2013). This study uses a qualitative approach and case study method. Data collection was obtained through interviews with two key informants, one expert informant and three supporting informants. The results of the study indicate that PT. PLN (Persero) UP3 Manado carries out three stages of crisis prevention, namely: identifying potential crises, determining strategies in the form of implementing SLA (Service Level Agreement) and conducting evaluation and monitoring processes on applications. On the other hand, PT. PLN (Persero) UP3 Manado effectively implements the rebuild crisis response strategies based on the SCCT theory by taking corrective actions, increasing interaction with customers and conveying an apology as an effort to rebuild customer trust in the city of Manado in using the PLN Mobile application.*

Keywords: *PLN Mobile Application, Crisis Management, SCCT Strategy.*