

ABSTRACT

This research examines the legal issues faced by the Association of Apartment Owners and Occupants (PPPSRS) of The Suites Metro Bandung Apartment, specifically concerning the bankruptcy case of the developer, PT Margahayu Land. This study aims to analyze the Public Relations (PR) activity strategies implemented by the PPPSRS in managing this bankruptcy crisis. Employing a descriptive qualitative research method with a case study approach and an interpretive paradigm, data collection was conducted through in-depth interviews and documentation. The research findings were analyzed using the Four-Step Public Relation Process model, which includes fact-finding, planning, communicating, and evaluating stages. The results indicate that the PPPSRS actively performed its public relations functions at each stage. In the fact-finding stage, the PR team gathered in-depth information regarding the bankruptcy status and its impact on unit ownership through direct meetings. Subsequently, in the planning stage, the PR team developed a coordinated action plan, including document collection and engaging legal consultants. In the communicating stage, they implemented open and transparent communication through internal media such as WhatsApp and press releases on their official website, acting as an information bridge between residents and various stakeholders. Finally, in the actuating stage (which aligns with the implementation aspect of the PR process), the PPPSRS actively coordinated internally and externally, archived important documents, and facilitated the collection of unit owner documents for legal proceedings. Overall, the PPPSRS actively performed its public relations functions to help fight for the ownership rights of their units in The Suites Metro Bandung Apartment.

Keywords: *Apartment, Bankruptcy, Crisis, Public Relation, Strategy*