

ABSTRACT

This study explores the Public Relations activities of PT JBA Indonesia in responding to an online auction fraud crisis that falsely used the company's name. The crisis significantly impacted the company's reputation and public trust as a national automotive auction institution. Employing a qualitative case study method and interpretive paradigm, data were gathered through in-depth interviews with key informants and experts, as well as observations on digital platforms and social media. The findings reveal that the Corporate Communication team of PT JBA engaged in strategic actions such as issue monitoring, public education, digital content creation, proactive clarification, and communication planning. The response strategies reflected the Situational Crisis Communication Theory (SCCT), specifically the rebuild strategy, as the crisis falls under the category of Strong Attribution – No Injuries. The company responded promptly and systematically through internal coordination and the strategic use of social media as the main communication channel. The study concludes that Public Relations activities play a critical role in handling digital-based crises and protecting organizational reputation.

Keywords: Auction Fraud, Corporate Reputation, Crisis, Public Relations, PT JBA Indonesia, SCCT.