

**ANALISIS PESAN STRATEGI *PUBLIC RELATIONS* AQUA DALAM
MENGELOLA KRISIS REPUTASI TERHADAP ISU BOIKOT *BRAND*
AFILIASI ISRAEL (ANALISIS ISI KUALITATIF PADA AKUN
INSTAGRAM @SEHATAQUA)**

MAULANA KUSUMADEWA ISKANDAR

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi strategi *public relations* AQUA dalam mengelola krisis reputasi akibat isu boikot *brand* afiliasi Israel, dengan fokus pada pesan yang disampaikan melalui akun Instagram @sehataqua. Isu tersebut muncul karena adanya anggapan bahwa AQUA memiliki keterkaitan dengan Israel melalui kepemilikan saham oleh Danone. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis wacana kritis model Teun A. van Dijk, yang meliputi analisis teks (struktur makro, superstruktur, dan struktur mikro), kognisi sosial, dan konteks sosial. Data diperoleh dari enam unggahan di akun Instagram @sehataqua yang berkaitan dengan isu boikot pada periode November 2023 hingga Juni 2024. Hasil penelitian menunjukkan bahwa AQUA berupaya membangun narasi positif dengan menekankan nilai kemanusiaan, komitmen terhadap masyarakat, serta identitas sebagai produk asli Indonesia. Analisis wacana kritis van Dijk membuktikan bahwa pesan-pesan tersebut dirancang secara strategis, informatif, persuasif, dan kontekstual, dengan mempertimbangkan persepsi publik Indonesia yang pro-Palestina. Adaptasi AQUA terhadap dinamika krisis di era digital melalui media sosial menunjukkan bahwa Instagram dapat menjadi sarana efektif dalam membangun kembali citra perusahaan yang terdampak isu sensitif.

Kata Kunci: Strategi *Public Relations*, Krisis Reputasi, Isu Boikot, Analisis Wacana Kritis van Dijk, AQUA.

***ANALYSIS OF AQUA'S PUBLIC RELATIONS STRATEGIC MESSAGE IN
REPUTATION CRISIS MANAGEMENT ON THE BOYCOTT ISSUE OF
ISRAEL'S AFFILIATED BRAND (QUALITATIVE CONTENT ANALYSIS
OF @SEHATAQUA INSTAGRAM ACCOUNT)***

MAULANA KUSUMADEWA ISKANDAR

ABSTRACT

This research aims to analyze and identify AQUA's public relations strategies in managing reputation crisis due to the boycott issue against brands affiliated with Israel, focusing on messages conveyed through the Instagram account @sehataqua. The issue arose from the perception that AQUA was linked to Israel through Danone's share ownership. This study employs a qualitative approach using Teun A. van Dijk's critical discourse analysis model, which includes text analysis (macro structure, superstructure, micro structure), social cognition, and social context. Data were collected from six posts on the @sehataqua Instagram account related to the boycott issue between November 2023 and June 2024. The findings indicate that AQUA sought to construct a positive narrative by emphasizing humanitarian values, commitment to society, and its identity as an authentic Indonesian product. Van Dijk's critical discourse analysis proves that these messages were strategically designed to be informative, persuasive, and contextual, considering the pro-Palestinian sentiments of the Indonesian public. AQUA's adaptation to crisis dynamics in the digital era through social media demonstrates that Instagram can be an effective tool for rebuilding corporate image affected by sensitive issues.

Keywords: Public Relations Strategy, Reputation Crisis, Boycott Issue, Van Dijk's Critical Discourse Analysis, AQUA.