

**PENANGANAN *SMOLDERING CRISIS* OLEH *PUBLIC RELATIONS*
BLUE BIRD GROUP PASCA DEMO ANARKIS
DI JAKARTA**

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Abstrak

Latar Belakang penelitian adalah munculnya layanan transportasi berbasis *online* (dalam hal ini penyedia jasa taksi *online*) berdampak pada para pekerja transportasi konvensional yang memicu terjadinya demo anarkis dimana pengemudi *Blue Bird* terlibat dan menimbulkan pemberitaan negatif. Tujuan penelitian ini untuk menguraikan secara rinci mengenai penanganan *smoldering crisis* yang dilakukan oleh *Public Relations Blue Bird Group* dalam mengembalikan kepercayaan publik terhadap perusahaan. Teori dalam penelitian ini adalah Komunikasi, *Public Relations*, Manajemen, Krisis, Penanganan Krisis, *Smoldering Crisis* dan Krisis Kepercayaan. Metodologi penelitian ini adalah kualitatif deskriptif. Hasil penelitian dari penelitian ini adalah Penanganan terhadap *smoldering crisis Bluebird Group* melalui lima tahapan, yaitu pendalaman data dan fakta, menyiapkan paket informasi, membuat batasan isu dan dampaknya, posisikan citra perusahaan serta menyiapkan tim *crisis centre*, dan tanpa melakukan langkah menunjuk *unofficial spoke persons*. Kesimpulan penelitian ini yaitu *Blue Bird Group* sedang dalam usaha mengembalikan kepercayaan publik terhadap perusahaan. Saran dalam penelitian yaitu sebaiknya *Blue Bird Group* menunjuk *unofficial spoke persons* sebagai *third party endorser* yang penilaiannya dianggap lebih objektif dan memiliki kredibilitas yang tinggi di mata publik.

Kata Kunci : *Public Relations*, Penanganan Krisis, *Smoldering Crisis*, Demo Anarkis.

HANDLING THE SMOLDERING CRISIS BY THE PUBLIC RELATIONS OF BLUE BIRD GROUP AFTER DEMO OF ANARCHIST IN JAKARTA

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Abstract

The background of this research is the emergence of online-based transport services (in this case an online taxi service providers) have an impact on conventional transportation workers which triggered anarchist demo where the driver of a Blue Bird involved and give rise to negative news coverage. The purpose of the study was to elaborate in detail about handling the smoldering crisis by the public relations of Blue Bird Group in restoring public confidence towards the company. The theory in this research is communication, public relations, management, the crisis, crisis response, smoldering crisis and crises trust. Methodology of this research is a qualitative, descriptive. The results of this research is the handling of smoldering crisis done by bluebird group through your five steps, namely deepening the data and the facts, prepared information sheets, make limit issues and its impact, positioning image company and prepared team crisis centre, and without do step designating unofficial spoke persons. Conclusion of this research is the Blue Bird Group is currently in an attempt to restore public confidence towards the company. Advice in research that is preferably Blue Bird Group pointed to unofficial spoke persons as an assessment third party is considered more objective and have credibility in the eyes of the public.

Keyword : Public Relations, Handling Crisis, Smoldering Crisis, Anarchist Demo.