

Analisis strategi cyber PR terhadap penanganan isu daging ayam impor Kentucky Fried Chicken (KFC) = Analysis of Kentucky Fried Chicken (KFC) Cyberpr strategy toward imported chicken issue

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Abstrak

Perkembangan internet telah mendorong hubungan interaktif dan menciptakan perubahan signifikan dalam praktik-praktik public relations, khususnya di ranah cyber PR. PR dapat dengan mudah menyebarkan informasi secara langsung kepada khalayaknya melalui internet. Namun, dibalik kemudahan yang ditawarkan tersebut, terdapat dampak negatif, yakni isu negatif berkembang dengan cepat dan merugikan perusahaan. Salah satu contohnya adalah kasus yang menimpa KFC Indonesia. Bermula dari broadcast message dan berlanjut ke media online isu mengenai daging ayam impor yang digunakan pada produk promosi pun beredar di bulan November 2013. Isu ini sempat mengundang perhatian publik. Namun, KFC Indonesia telah berhasil mengatasi isu ini melalui media online. Tulisan ini membahas strategi cyber PR yang digunakan KFC serta menganalisisnya dengan memberi beberapa masukan untuk menjadi lebih baik.

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The existence of internet has made a more interactive communication process. It's sure makes a significant impact on public relations practices, especially for cyber pr. Pr can disseminate information for its public through internet easily. But, beyond its convenience, there's negative impact if we can't monitor and use it effectively. Negative issue will spread fast and give bad impact for the company. One of its example is KFC Indonesia. Starting with message broadcasting and continued by online media about imported chicken which uses for promotion spread in Nov'13. This issue grabs public attention. However, KFC Indonesia has overcome this issue successfully through online media, resulting positive opinion and covering the issue. This paper will discuss more about cyber pr strategic that uses by KFC Indonesia and analyze it by giving some input for getting better.