

Strategi komunikasi isu dan krisis dalam menyikapi pemberitaan negatif di media online studi kualitatif media relations terkait kerusakan Taman Bungkul Surabaya pada kegiatan CSR Wall's ice cream days humas PT. Unilever Indonesia = Issue and crisis communication strategy from handling negative news in online media qualitative study of media relations related to accident in Taman Bungkul Surabaya on CSR activities wall's ice cream days PT Unilever Indonesia / Nadia Nur Fadilla

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Abstrak

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Isu dan krisis yang terjadi di suatu perusahaan yang mengakibatkan pemberitaan negatif di media online menuntut PR melakukan strategi kehumasan guna memulihkan citra dan reputasi Peran dan fungsi Humas dalam memulihkan citra terkait pemberitaan juga dirasakan PT Unilever Indonesia ketika brand Wall's melakukan kegiatan Corporate Social Responsibility CSR di Taman Bungkul Surabaya pada Minggu 11 Mei 2014 Acara Wall's Ice Cream Days ini berhasil menarik ratusan massa namun mengakibatkan rusaknya sejumlah tanaman di Taman Bungkul karena terinjak injak Hal ini memicu amarah Walikota Surabaya Tri Rismaharini dan diberitakan di banyak media online Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi isu dan krisis yang dilakukan Humas PT Unilever Indonesia dalam menangani dan menyikapi pemberitaan di media online terkait kegiatan CSR Wall's Ice Cream Days tersebut Selain itu penelitian ini menggali lebih dalam apakah strategi komunikasi Humas PT Unilever Indonesia sudah sesuai sehingga dapat meredam pemberitaan negatif di media online

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**ABSTRACT**  
Issue and crisis that happen in a company which can caused negative coverage in online media forced PR practitioner to make strategic PR planning to restore company's image and reputation The role and function of PR in restoring company's image and reputations also felt by PT Unilever Indonesia when Wall's brand conduct Corporate Social Responsibility CSR in Taman Bungkul Surabaya on Sunday 11th May 2014 This event has successfully attracted hundreds of people in Surabaya but it caused damage a lot of plants in Taman Bungkul because being trampled It made The Mayor of Surabaya mad and this accident directly reported in every online media This study is to identify how PT Unilever Indonesia's PR planned strategical communication of issue and crisis in handling and responding issue and crisis related to online media coverage of Wall's Ice Cream Days activities In addition this study is determine whether the communication strategy of Public Relations of PT Unilever Indonesia was appropriate in order to cover the negative news in the online media Humas Strategi Komunikasi Manajemen Isu dan Krisis Media Online Media Relations dan Pemberitaan Media