

Manajemen krisis PT. Lion Mentari Airlines dalam menangani berita-berita negatif di medias massa: kasus maskapai sering Delayed dan Pilot Sabu

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Abstrak

Skripsi ini membahas tentang manajemen krisis PT. Lion Mentari Airlines dalam menangani berita-berita negatif di media massa. Pembertiaan tersebut berisi tentang berita Lion Air maskapai yang paling sering delayed dan pilot Lion air yang tertangkap menggunakan narkoba. Tujuan penelitian untuk mengetahui langkah-langkah bagaimana manajemen krisis yang dilakukan PT. Lion Mentari Airlines dalam mengelola krisis Pendekatan penelitian kualitatif dengan desain penelitian deskriptif. Hasil penelitian yaitu terdapat dua pemahaman mengenai krisis dan Humas Lion Air belum sepenuhnya melaksanakan konsep-konsep teoritis dalam melakukan pengelolaan krisis.

.....This thesis discuss about crisis management strategy which have been implemented by Lion Air. Lion Air implemented this strategy due to negative publication in mass media. The News was talked about Lion Air as the most delayed airline in Indonesia and also Lion Air's pilot who was caught using narcotics. This research uses qualitative approach with descriptive research design to describe Lion Air crisis management strategy. The goal of this research is to know how PT. Lion Mentari Airlines handles the negative publication in mass media From this research, writer suggests the importance of in-company PR procedure as a basis for company crisis management.