



TABLE OF CONTENT

CHAPTER I: INTRODUCTION

A. Background of the Study	1
B. PERTAMINA Plumpang Case	3
C. Problem Formulation	4
D. Research Objectives	5
E. Research Benefits	5
F. Thesis Structure	6

CHAPTER II: LITERATURE REVIEW

A. Theoretical Background	7
B. Crisis Definition	8
1. Sudden Crisis	9
2. Smoldering Crisis	10
C. Crisis Management Definition	12
D. Crisis Management Process	14
1. Preparation before the Crisis	14
2. Responding during the Crisis	15
E. Crisis Management Plan	17
F. Identifying the Crisis	18
J. The Crisis Stages	19
1. The Prodromal Crisis Stage	20
2. The Acute Crisis Stage	21
3. The Chronic Crisis Stage	22
4. The Crisis Resolution Stage	23
H. Crisis Impact Value	24
I. Isolating the Crisis	24
J. Managing the Crisis	26



CHAPTER III: RESEARCH METHOD & RESEARCH OBJECTIVE

A. Research Design	32
B. Framework of Analysis	32
1. First Step: Identify the Crisis	33
2. Second Step: Determine and Measuring the Crisis Level	33
3. Third Step: Isolating the Crisis	34
4. Fourth Step: Managing the Crisis	34
C. Descriptive Study	36
D. Data Collection Methods	35
1. Secondary Data	35
2. Individual Depth Interview	36
E. Questioner	37
F. Research Objective	38
1. Company Background	38
2. Company at Glance	40
G. Vision & Mission	44

CHAPTER IV: STUDY ANALYSIS & RESULT

A. Findings	47
1. Key Informant	47
2. Chronology	48
3. Crisis Description	49
B. Identify the Crisis	51
1. Crisis Cause	52
a. Direct Cause	52
b. Basic Cause	53
c. System Needs or Weaknesses on Controlling	53
2. Determine and Measure the Crisis Level on the Company	53
3. Impact of Crisis in PERTAMINA Company	57
a. Direct Impact	57
b. Indirect Impact	59



C. Analysis

1. The Chronology	59
2. Discussion	63
3. PERTAMINA Strategy	66
4. Preparation Performed by PERTAMINA to Prevent Next Crisis	70

CHAPTER V: CONCLUSION AND RECOMMENDATION

A. Conclusion Results	72
B. Recommendation	75

REFERENCES

APPENDIXS