

Tugas akhir ini menganalisis jenis-jenis krisis dan strategi dalam menghadapi krisis oleh Divisi Humas PT. KAI (Persero) Daop 6 Yogyakarta. Penulis menggunakan metode kualitatif; data penelitian diperoleh dari studi lapangan dan studi pustaka. Dalam studi lapangan, penulis melakukan observasi sembari melakukan magang di Divisi Humas PT. KAI (Persero) Daop 6 Yogyakarta selama tiga bulan dan mewawancarai beberapa staf tentang kegiatan Divisi Humas, fungsi Divisi Humas, sejarah Divisi Humas, dan jenis krisis beserta strategi Divisi Humas dalam menghadapi krisis. Dalam studi pustaka, penulis mengumpulkan data dengan membaca buku, artikel, jurnal yang berkaitan dengan topik penelitian. Data yang dikumpulkan dianalisis dengan menggunakan teori yang didapat dari buku cetak, buku elektronik, artikel, dan jurnal online. Selanjutnya, data dijelaskan secara deskriptif. Hasil penelitian menunjukkan bahwa Divisi Humas khususnya di PT. KAI (Persero) Daop 6 Yogyakarta mengambil peran sentral sebagai komunikator dalam perusahaan dan kepada publik. Divisi ini, selanjutnya memiliki tanggung jawab untuk menangani krisis masalah yang dihadapi oleh PT. KAI (Persero) Daop 6 Yogyakarta. Citra perusahaan juga akan bergantung pada komunikator dan kinerja mereka dalam menangani krisis dan masalah. Dari berbagai jenis krisis yang dikemukakan oleh Otto Lerbinger, jenis krisis yang sering terjadi selama penulis magang di Divisi Humas PT. KAI (Persero) Daop 6 Yogyakarta adalah krisis yang berkaitan dengan teknologi. Selain itu, ada dua jenis masalah yang terjadi di PT. KAI (Persero) Daop 6 Yogyakarta, yakni masalah yang bermula dari organisasi (OPR) dan masalah yang bermula dari publik (PPR). Selanjutnya, ada tiga strategi yang dilakukan Divisi Humas dalam menghadapi krisis, yakni dengan megimplementasikan strategi pencegahan, strategi persiapan, dan strategi penanggulangan.

Kata Kunci: Hubungan Masyarakat, Krisis, Strategi, PT. KAI, *Daop 6*

ABSTRACT

This final paper analyzes types of crisis and strategies in facing the crisis by Public Relations Division of PT. KAI (Persero) *Daop* 6 Yogyakarta. The writer used qualitative method; the research data were obtained from field study and library study. In the field study, the writer did observation while doing an internship in Public Relations Division of PT. KAI (Persero) *Daop* 6 Yogyakarta for three months. During the internship, the writer also interviewed several staffs about Public Relations Division activities, function of Public Relations Division, history of Public Relations Division, and types of crisis and Public Relations Division strategies in facing the crisis. In the library study, the writer collected the data by reading books, articles, journals related to the research topic. The data collected was analyzed using the theory obtained from printed books, e-book, articles, and online journals. Furthermore, the data explained descriptively. The result of the study indicated that Public Relations Division especially in PT. KAI (Persero) *Daop* 6 Yogyakarta takes a central role as communicator in the company and to the public. This division, furthermore has responsibility to handle the crisis of problems faced by PT. KAI (Persero) *Daop* 6 Yogyakarta. The image of the company will also depend on their communicator and performance in handling the crisis and problem. From various types of crises which were stated by Otto Lerbinger, the types of crises that often occurred during the writer internship at Public Relations Division of PT. KAI (Persero) *Daop* 6 Yogyakarta was a crisis related to technology. Furthermore, there were two types of problems that occurred at PT. KAI (Persero) *Daop* 6 Yogyakarta. Those problems were the ones initiated by organization (OPR) and the problems initiated by the public (PPR). Then, there were three strategies carried out by the Public Relations Division in facing the crisis, which were by implementing preventive strategies, preparation strategies, and countermeasures strategies.

Keywords: Public Relations, Crisis, Strategies, PT. KAI, *Daop* 6