

ABSTRACT

The palm oil industry in Indonesia is endlessly hit by pros and cons in national and international levels. The accusation as an environmentally destructive actor and worker rights violation transferred through publications owned by non-governmental organizations such as Greenpeace at the international level, and WALHI at the national level. As a result, this information eventually became news material and negatively influenced the palm oil industry community. Collectively, these negative perceptions affected the company's reputation, even though these publications are a black campaign based on the war between crude palm oil and sunflower oil which is a product of European.

In this case, the era of information overload is a factor that makes it easy for people to be exposed and to trust in information that has not been fully verified. Therefore, the corporate's public relations as the main management in building and maintaining relationships between the organization and the public, must directly carry out corporate's reputation management through two elements namely 'what you say (intention)' and 'what you do (action)' (Griffin, 2014), in three areas that support public information processing, namely: personal experience, through partners related to the company, and paid and non-paid mass media publication.

Keywords: *reputation management, information overload, corporate public relations, corporate communication, reputation vulnerability*

ABSTRAK

Industri kelapa sawit di Indonesia tidak habis-habisnya diterpa pro dan kontra di level nasional dan internasional. Tuduhan sebagai aktor perusak lingkungan hingga pelaku pelanggaran hak pekerjaanya beredar lewat publikasi-publikasi milik aktivis serta lembaga swadaya masyarakat seperti Greenpeace di level internasional, dan WALHI di level nasional. Hasilnya, informasi ini berakhir menjadi bahan pemberitaan dan mempengaruhi persepsi masyarakat akan industri kelapa sawit ke arah negatif. Secara kolektif, persepsi negatif ini mempengaruhi reputasi perusahaan, padahal publikasi-publikasi tersebut merupakan kampanye hitam yang didasari oleh perang dagang antara minyak kelapa sawit (*Crude Palm Oil*) yang menjadi pesaing dari produk-produk Eropa seperti *grapeseed oil* dan minyak biji bunga matahari.

Dalam hal ini, kelimpahan informasi menjadi faktor yang menyebabkan mudahnya masyarakat terpapar dan mempercayai informasi yang belum terverifikasi seutuhnya. Maka dari itu, humas perusahaan sebagai pelaku manajemen utama dalam membangun dan mempertahankan hubungan antara organisasi dengan publik, harus melakukan manajemen reputasi perusahaan lewat dua elemen reputasi, yakni *what you say* (intensi) dan *what you do* (aksi) (Griffin, 2014) pada tiga area pemrosesan informasi publik, yakni : pengalaman personal, lewat rekan terkait perusahaan, serta media massa yang berbayar maupun tidak.

Kata Kunci: manajemen reputasi, kelimpahan informasi, humas perusahaan, komunikasi perusahaan, kerentanan reputasi.