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### **ABSTRACT**

*Crisis is considered as an unpredicted big event which potentially results a negative influence toward companies and public. A crisis in an organization or company has impact to this company's or organization's reputation. Reputation describes the history of people's experience with the service provider. A good reputation can increase trust, therefore it will bring a bigger trust for the consumers on what they expect against to what has been promised. This research is conducted to evaluate the plan and communication strategy to be undertaken by company in order to rebuild its reputation toward the crisis according to relevant theories. This research uses qualitative type of research and the method used is by case study with singls-case design. The information is collected by interviews and documentation study. From the results of research conducted, the findings obtained in the field that Prudential Life Assurance in the event of a crisis is not having the team specifically to handle the crisis. So that the crisis team was established soon to handle the case. Communication theory is a theory used organizational communication, persuasion and communication theory. Based on the stage of crisis, the crisis through 4 stages of the crisis prodomal, acute, chronic and resolution. To deal with the crisis, the company did an intense communication to all stakeholders. Persuasive communication is an appropriate method of communication in restoring confidence and influence the thinking of the stakeholders. To anticipate the emergence of similar problems, or other problems, the company returned to make corrections internally and on the standard operating procedures for the company, an evaluation of the crisis that has emerged.*

*Keyword :*

*Crisis, Organization Communication, Reputation, Persuasive Communication, Bankrupt, Insurance*