ABSTRAK

Pada tahun 2017-2019, ada banyak peristiwa kecelakaan kerja di beberapa proyek konstruksi milik BUMN. Peristiwa tersebut mempengaruhi BUMN konstruksi di Indonesia sehingga reputasinya dipertanyakan. Bahkan beberapa proyek konstruksi sempat diberhentikan sementara waktu oleh pemerintah. Namun tidak demikian halnya pada PT Wijaya Karya (Persero) Tbk (WIKA). Meski mengalami kasus yang sama, tetapi reputasi, nilai saham, dan pendapatan WIKA tidak terpengaruh. Tentu ada sejumlah cara, strategi, dan dukungan dari pihak tertentu hingga WIKA dapat cepat merestorasi citra mereka. Hal inilah yang ingin diungkap dan melatarbelakangi penelitian ini. Itulah sebabnya, judul penelitian ini yaitu, restorasi citra perusahaan konstruksi paska kecelakaan kerja di Proyek PT Wijaya Karya (Persero) Tbk. tahun 2017-2019.

Untuk mengungkap hal tersebut, digunakan perspektif studi kasus, dalam paradigma konstruktivis, dengan jenis penelitian kualitatif. Sebagai landasan teori, digunakan Teori Restorasi Citra William L. Bennoit dan Teori Presentasi Diri Edward Jones, dengan metode pengumpulan data *focus group discussion* (FGD), yang diikuti delapan narasumber (informan).

Adapun hasil yang dipahami yaitu : *Satu*, konstruktor restorasi citra dilakukan oleh empat bagian yaitu, bagian pengontrol, pelaksana, pendukung, eksekutor, dan tim *Task Force*.; *Dua*, strategi restorasi citra yang digunakan ada enam yaitu, strategi mortifikasi, strategi tindakan perbaikan, dan strategi mengurangi dampak yang terdiri dari *bolstering, minimization, dan compensation*, serta strategi presentasi diri perusahaan dengan melakukan *integration, self-promotion,* dan *exemplification*.; *Tiga*, cara restorasi citra yang dilakukan yaitu, dengan mengenali situasi krisis, menetapkan tujuan perbaikan citra, mendefinisikan *stakeholder* yang terpengaruh krisis, dan memilih media dan teknik *public relation* yang tepat.; *Empat*, hambatan restorasi citra yang menghalangi yaitu, hambatan birokrasi dan hambatan kerangka berpikir.; *Lima*, manfaat restorasi citra yang diperoleh yaitu, jangka pendek dan jangka panjang.

Kata kunci: Restorasi citra, Citra, Kecelakaan kerja, Wijaya Karya

ABSTRACT

From 2017 to 2019, there were many work accidents in several construction projects which was owned by SOE in Indonesia. The accidents affected stated owned construction enterprises in Indonesia, so that their reputation was questioned. In addition, some construction projects were temporarily suspended by the government. In contrast, this situation did not occure in PT Wijaya Karya (Persero) Tbk (WIKA). Despite of experiencing the same situation, WIKA's reputation, share value, and income were not affected. Fortunately, there are a number of ways, strategies, and support from certain parties, so that WIKA can quickly restore their image. This is what reseracher wants to be revealed and becomes the background of this research. That is why, the title of this research is Image Restoration of Construction Company After Work Accidents in PT Wijaya Karya (Persero) Tbk.'s Projects from 2017 to 2019.

To uncover this phenomenon, researcher uses a case study perspective with constructivist paradigm and type of qualitative research. As a theoretical basis, researcher uses Image Restoration Theory by William L. Bennoit and Self Presentation Theory by Edward Jones, with the focus group discussion (FGD) data collection method, followed by eight informants.

The results of this research are: One, the image restoration constructor is carried out by four parts namely as controller, organizer, supporter, executor, and Task Force team; Second, there are six image restoration strategies namely as mortification strategies, corrective action strategies, and reduce the offensiveness strategies which is consisted of bolstering, minimization, and compensation, as well as corporate self-presentation strategies by integrating, self-promotion, and exemplification; Third, the way of image restoration namely as recognizing the crisis situation, setting goals for image improvement, defining stakeholders affected by the crisis, and selecting the right media and public relation techniques; Fourth, the constraints of image restoration are bureaucratic constraint and frame of mind constraint; Five, the benefits of image restoration are short term and long term.

Keywords: Image restoration, Image, Work accidents, Wijaya Karya